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**FOR IMMEDIATE RELEASE**

**Frisch's® Big Boy® Restaurants Offer Free Coffee to Celebrate  
New Hours**

*Frisch's will now open at 6 a.m.*

CINCINNATI (February 2, 2016) — In its continued effort to meet the demands of customers, starting Wednesday, February 3, Frisch's Big Boy will open for breakfast Monday through Friday at 6 a.m. To celebrate these new hours, Frisch's is offering free coffee to customers on weekdays between 6 a.m. and 7 a.m. through the month of February.

"More and more people are working outside of the traditional office setting, and by opening earlier, we're giving them a chance to get work done at Frisch's while also enjoying their favorite breakfast foods," said Rick Conrad, director of marketing for Frisch's. "This is a move driven by demand; we've heard from customers asking us to open earlier and we're happy to make that a reality."

As part of the launch of its new hours, Frisch's is also introducing a new premium coffee. The coffee has been test-marketed in restaurants with overwhelmingly positive results.

"Our coffee was good, but we knew it could be better, and our team has found a winner with this new blend," said Conrad. "We were confident in the new product, but the response to the new coffee has been even better than we expected. I encourage everyone to stop by. Whether you come inside or visit the drive-thru, you're going to want to start your day at Frisch's."

The free coffee offer is for dine in, drive-thru service and carryout customers. No purchase necessary.

**About Frisch's Big Boy**

Founded in 1939, Frisch's Big Boy restaurants are located in Ohio, Indiana and Kentucky. NRD Capital, a private equity firm based in Atlanta, Georgia, acquired the company in August 2015. Frisch's operates 95 Big Boy restaurants and franchises another 25 restaurants to independent operators.