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**FOR IMMEDIATE RELEASE**

**Frisch's® Big Boy® Restaurants to Offer New Lineup of  
Primetime™ Burgers**

CINCINNATI (April 5, 2016) — Frisch's Big Boy is proud to announce a new lineup of high-quality Primetime™ Burgers made from 100 percent premium hand-crafted beef. The recipe, combined with fresh ingredients, gives the burgers a taste that rivals those at the top burger restaurants in America.

"I'm very proud of these new burgers. From the brioche bun to the real cheese, every step has been taken to make sure we're offering our customers a top-notch burger," said Chef Greg Grisanti, director of research and development for Frisch's Big Boy Restaurants. "This level of steakhouse-quality burgers is not often seen in the family-dining category, and I know customers will be thrilled with the taste and quality of these burgers."

The 1/3-pound Primetime™ Burgers come in three varieties: Classic, BLT and Mushroom Swiss. All three are served on a new brioche bun with premium real cheese.

"What I like about these burgers is the variety we can offer to our customers," said Grisanti. "If you love Frisch's tartar sauce, you can get it; if you want bacon, we have that; and if you want something a little bit different, we have the Mushroom Swiss."

Frisch's Big Boy Restaurants serve the burgers on a butter-grilled brioche bun. The Classic includes real cheddar cheese, red onion, lettuce, tomatoes, pickles and tartar sauce. The BLT comes with real cheddar cheese, hickory-smoked bacon, lettuce, tomatoes, pickles and mayonnaise. The Mushroom Swiss is made with real Swiss cheese and savory sautéed mushrooms and onions.

Frisch's Big Boy Restaurants' Primetime™ Burgers are all sold for around six dollars and will be available starting April 6.

**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. NRD Capital operates 95 Big Boy restaurants and franchises another 25 restaurants to independent operators.