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## **Frisch's Big Boy Announces New Executive Vice President of Operations**

CINCINNATI (June 20, 2017) — Frisch's Big Boy Restaurants is proud to announce it has hired Robert Ritter as executive vice president of operations, effective June 12, 2017. Ritter will report directly to Frisch's CEO Jason Vaughn. He will oversee operations, construction and restaurant maintenance.

"Bringing Bob onboard is one of the key steps in our plan to begin measured franchise growth for the Frisch's Big Boy brand. Bob's deep experience, knowledge and exceptional business development skills add to our already strong bench of seasoned restaurant professionals," Frisch's CEO Jason Vaughn said.

Ritter and Vaughn previously worked together at Lennys Subs, headquartered in Memphis, Tennessee. Ritter served as vice president of franchise and market development, reporting to Vaughn who was then president and chief operations officer. During his time at Lennys, Ritter helped increase new-location sales and resales by more than 400 percent and helped develop successful franchisees in a 13-state radius.

Ritter's restaurant experience also included fifteen years at RFC Franchising LLC, which operated Ritter's Frozen Custard, an award-winning premium ice cream chain with operations in eight states. Ritter progressed from vice president of franchise development to president and chief executive officer. Ritter also served as director at Brightstar Franchising LLC, a private duty in-home health care franchise system in 40 states.

"The franchisor-franchisee relationship is incredibly important," Ritter said. "The company has made significant investments in its branding and product over the past year and a half, with a lot of input from its customers and current franchisees. Frisch's is doing all of the right things to position itself for growth and I'm honored they've entrusted me to help them in this important next step."

### **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.