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Press Release

FOR IMMEDIATE RELEASE

The Home of Homestyle Gets a Homestyle Restyle Bob Evans Restaurants restyles the Graceland Plaza location

COLUMBUS, Ohio – Mar. 13, 2009 – Columbus-based restaurant company Bob Evans Restaurants has teamed up with Columbus-based design and development firm WD Partners to contemporize its restaurants and create a new, exciting experience for Bob Evans guests. Through research and in partnership with WD Partners, a re-imaged look was designed. The design draws upon the homestead feel of the original family home in Rio Grande, Ohio, where Bob Evans and his wife Jewel raised their family. The *Homestyle Restyle* is Bob Evans' way of contemporizing the homestead by bringing the "Home of Homestyle" to life. A full-scale renovation of the Graceland restaurant begins at 8 p.m. on Sunday, March 15, when the doors of the restaurant located at 5091 N. High St. close. The location will re-open at 6 a.m. on Friday, March 20, with a completely new look.

"Bob Evans is looking to bring the "Home of Homestyle" to life as a differentiated, contemporary and relevant Bob Evans dining experience for our guests," says Mary Cusick, senior vice president of marketing.

"This project is more than just restyling the look of our restaurant," Cusick said. "It's also about re-energizing our people and rewarding them for being a part of the Bob Evans family and recognizing the potential of our brand to become more relevant in today's marketplace."

Here are just a few changes that Bob Evans guests will find on March 20 at the Graceland Plaza location. The changes are guided by the "homestead" feel of the family home. In addition to the authentic goodness we've become known for there will be:

- Flat screen televisions
- WIFI and plug-in outlets for electronics
- Corner Cupboard retail assorted offerings of items unique to Bob Evans, such as coffee, salad dressings, etc.
- New staff uniforms
- Eat-in kitchen
- Bob Evans to go curbside carryout
- Big Red Round table, serving as a gathering spot for families

Though the Graceland location will be closed for a short period, those guests who call that location their own, will be welcomed at the following locations that are just a short distance from Graceland:

- 960 E. Dublin Granville Rd, Columbus, OH 43229, (614) 888-1234 – 3.83 miles away
- 7550 N. High St., Columbus, OH 43235, (614) 888-2711 – 3.58 miles away

To celebrate the *Homestyle Restyle*, Bob Evans has partnered with the Columbus Chapter of Habitat for Humanity, an organization who does their own restyling and building of homes for the community, to help raise funds and



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awareness of their great work. Bob Evans will donate tables, chairs, light fixtures and more to the Habitat Restore located at 3140 Westerville Rd., Columbus, OH 43224 and will promote the partnership during the first week that the restaurant is re-opened, giving the first 500 guests who donate \$5 or more to the organization the opportunity to get a free "We Put the Style in Homestyle" t-shirt.

"As we evaluate the restyle at Graceland Plaza, we expect to take this look across our chain," says Cusick.

And as Bob Evans Restaurants expands the *Homestyle Restyles* across the chain, the company hopes to continue the partnership with Habitat for Humanity.

About Bob Evans Farms, Inc.

Bob Evans Farms, Inc. owns and operates full-service restaurants under the Bob Evans and Mimi's Café brand names. At the end of the third fiscal quarter (Jan. 23, 2009), Bob Evans owned and operated 569 family restaurants in 18 states, primarily in the Midwest, mid-Atlantic and Southeast regions of the United States, while Mimi's Café owned and operated 140 casual restaurants located in 23 states, primarily in California and other western states. Bob Evans Farms, Inc. is also a leading producer and distributor of pork sausage and a variety of complementary homestyle convenience food items under the Bob Evans and Owens brand names. For more information about Bob Evans Farms, Inc., visit the company's Web site at www.bobevans.com.

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