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**BOSTON MARKET AND BASKETBALL LEGEND LISA LESLIE TO  
CELEBRATE FIRST NATIONAL ROTISSERIE CHICKEN DAY ON JUNE 2**

*Mom and Hall of Fame inductee Lisa Leslie will lead rally to "take a side against fried;"  
One-day-only special offer for a free third side with any Individual Meal*

**GOLDEN, Colo. (May 27, 2015)** — Every great food deserves its day! Boston Market announced today the first National Rotisserie Chicken Day will be held on June 2, 2015.

Boston Market petitioned the National Day Calendar to declare a day in honor of the healthful cooking method, and out of thousands of entries, the National Day Calendar selected National Rotisserie Chicken Day as one of only 10 new calendar days created in 2015.

To celebrate the first National Rotisserie Chicken Day with Boston Market, Lisa Leslie will be in New York to announce the new day and ask every American to "take a side against fried." In addition, on June 2 only, Boston Market will offer customers a free regular third side with the purchase of a Rotisserie Chicken Individual Meal\*. There also will be surprise and delights for consumers who show their love on social media using the hashtag #RotisserieChickenDay.

A new branding campaign for the fast casual restaurant will be unveiled next week.

"At Boston Market, we have watched rotisserie chicken's popularity grow exponentially – it's a healthier and more delicious way to eat America's favorite protein," said George Michel (a.k.a. "The Big Chicken"), CEO of Boston Market. "We knew it was time for a special day so fans could celebrate what made Boston Market a household name 30 years ago: rotisserie chicken."

From taste to value to convenience, rotisserie chicken is a wholesome meal staple every household should consider including at family mealtime. And Boston Market is the best of the best, with all natural chicken that is fresh and never frozen, with no added hormones or steroids. Marinated with a signature combination of garlic and herbs, Boston Market Rotisserie Chicken is moist and flavorful. It's easy to quickly pick up a rotisserie chicken and select from Boston Market's many side dish options for a tasty, guilt-free meal groups of friends and the entire family can enjoy. The best part is, with rotisserie chicken, it's easy to incorporate leftovers in homemade recipes – like shredded chicken tacos, soups, salads, sandwiches and more.

"Rotisserie chicken – and especially the chicken at Boston Market – deserves its own hall of fame because it's a more healthful cooking method, you can enjoy it so many different ways, and it's simply delicious," said the Olympic gold medalist and mother of two who will be inducted into the Women's Basketball Hall of Fame on June 13 and the Naismith Memorial Basketball Hall of Fame in August. "That's why I'm joining with Boston Market to promote healthy meal options for busy families."

Thirty years ago, Boston Market invented the notion of a guilt-free home meal replacement and sparked America's love affair with roasted rotisserie chicken. Boston Market Rotisserie Chicken is all-natural with

no added hormones, never frozen chicken prepared fresh hourly using a signature rotisserie cooking method that allows for the fat to drip away leaving a lean, moist protein.

For more information, visit [www.bostonmarket.com](http://www.bostonmarket.com).

*\* While supplies last. Sides vary by location. Coupon required; coupons available beginning on May 28 at [www.bostonmarket.com](http://www.bostonmarket.com).*

#### **About Boston Market**

Boston Market Corporation, headquartered in Golden, Colorado, has given time back to busy families and individuals for 30 years with quality, home style meals at a convenient value in 456 locations nationwide. A staple on dinner tables, Boston Market prepares its fresh, never-frozen, natural chicken in signature rotisserie ovens and features an extensive selection of home style sides and made from scratch cornbread. In 2011, the company completed updates to locations across the country, adding new healthier menu items and enhancing the dine-in experience. As one of the country's largest providers of catering services, Boston Market offers convenient, same-day orders and delivery for corporate and personal events of all sizes.

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