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FOR IMMEDIATE RELEASE

Bob Evans Builds a Whole New Home of Homestyle in Xenia *Community Invited to Rise and Shine at Chain's First Prototype*

COLUMBUS, Ohio (Aug. 10, 2009) – Bob Evans will open its prototype in Xenia, Ohio, on Monday, August 17, 2009. Located at 1981 Harner Drive, the restaurant will be the first Bob Evans location built from the ground up with a new “Home of Homestyle” design.

The company’s prototype took a cue from the Bob Evans family homestead for design inspiration. The restaurant reflects a contemporary and relevant twist on the imagery and feel of the original Bob Evans family farm in Rio Grande, Ohio, where Bob Evans and his wife Jewell raised their family.

“It was a natural fit to launch our prototype in this community,” said Mary Cusick, Bob Evans senior vice president of marketing. “Our relationship with Xenia has deep roots, dating back to 1953 when we opened our food processing plant here.”

“We want our guests to be able to relax and connect with friends and family,” said Cusick. “The new restaurant creates a comfortable dining experience while delivering the high-quality food and hospitality for which Bob Evans has become known.”

Among the changes that Bob Evans guests will find at the Xenia location:

- Flat screen televisions and free WiFi
- New staff uniforms
- Eat-in kitchen
- Bob Evans curbside carryout
- Bob’s Table – a large farmhouse table which serves as a gathering spot for families and friends
- A variety of flexible dining spaces

In 1953, Bob Evans Farms opened a sausage manufacturing plant in Xenia and currently employs 87 people at that facility.

“Along with a fresh image and additional guest conveniences, the new restaurant will employ about 100 people from the Xenia community,” said Nicole Opfer, Bob Evans general manager. “We’re proud of what our growth means for local residents and look forward to welcoming them into the Bob Evans family.”

Bob Evans’ Rise & Shine team will be handing out \$12,000 worth of [free prizes and gift cards](#) throughout the day, including \$5, \$10, \$20 and \$50 gift cards. The first 25 guests in line will receive a \$200 gift card, the next 25 will receive a \$100 gift card, and the remaining 50 will receive a \$50 gift card. The opening ceremony will start before the restaurant opens at 6:00 a.m. with local dignitaries and Bob Evans CEO Steve Davis present.



"The prototype location is an integral part of our chain-wide innovation plans to create a contemporary homestead," said Randy Hicks, Bob Evans president and chief concept officer. "We're working to energize our people, enhance performance and present our brand in a new way."

As part of this grand opening, Bob Evans is partnering with [The Cleft](#), an organization that provides tools and resources to parents, youth workers and leaders to help bring awareness and direction in making a positive impact on students. Bob Evans will donate \$.50 per guest on opening day and on Tuesday, August 18 to the organization. Guests who also donate \$5 or more to The Cleft will receive a [free t-shirt](#) with the "Rise and Shine" theme.

For those interested in following the day's events online, the grand opening will be chronicled in real time via Twitter. Please follow [@BobEvansFarms](#) and the [#BEF](#) hashtag.

For more information on Bob Evans, visit www.bobevans.com. Site visitors can sign-up for BE-Mail to receive easy home meal ideas and recipes, and the latest news on Bob Evans Restaurant menu items and promotions. Special offers include downloadable coupons and select opportunities to participate in online surveys.

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 fourth fiscal quarter (April 24, 2009), Bob Evans owned and operated 570 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 144 casual restaurants located in 24 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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