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Boston Market[®] Names Fallon Advertising Agency of Record
The new year brings a new focus to the fast-casual restaurant

GOLDEN, Colo (Jan. 6, 2009) – Boston Market announced today it has assigned its advertising account to Fallon Minneapolis. The announcement follows an accelerated search for an advertising partner that will help the company re-establish its brand in 2009. Fallon will handle creative development, media strategy, and media buying, among other responsibilities.

“Our goal for the new year is to regain our top of mind awareness and relevance with the consumer,” said Judy Cantrell, Boston Market chief brand officer. “We selected Fallon because they developed creative that showed a deep understanding of our brand and leveraged a positioning we believe can differentiated our brand.”

Fallon will help Boston Market reconnect with lapsed customers and attract a new generation of consumers with strong creative steeped in consumer insights. Since 1981, the Minneapolis based agency has been creating memorable campaigns for brands such as Holiday Inn Express, Citibank, BMW, and United Airlines. Fallon will begin work immediately with Boston Market and will launch creative in the first quarter.

“Fallon’s belief in ‘brave work that makes a difference’ struck a chord with us,” said Cantrell. “We believe that Fallon’s experience in outsmarting, not outspending the competition can make Boston Market more relevant in today’s marketplace”.

Boston Market’s plan includes growing same store sales in 2009 and opening new restaurants in 2010. The company is making gains following a successful promotion of its famous rotisserie chicken in October at a value price of \$1.99 with purchase of a family feast, and the chain experienced increased sales results the week of Thanksgiving, the company’s biggest week of the year.

“Fallon is eager to begin our work with Boston Market,” said Chris Foster, CEO for Fallon North America. “We believe in the quality of Boston Market’s food and the impact that a good meal can have in an individual’s busy day. Leveraging every dollar against an ownable creative idea is even more compelling in harsh economic times.”

About Boston Market

Boston Market Corporation, based in Golden, Colo., is a leader in the convenient, chef-inspired meals available in restaurants and in leading supermarket chains. For more information, visit the company’s Web site at www.bostonmarket.com.

About Fallon

Fallon Minneapolis is a division of Fallon Worldwide, a part of Publicis Groupe S.A., based in Paris. Fallon Minneapolis’ clients include: Travelers, Holiday Inn, Holiday Inn Express, TIME Magazine, Nestlé Purina, NBC Universal, and Crowne Plaza. Fallon Worldwide is one of the world’s most critically acclaimed creativity companies, delivering innovative strategic business solutions for some of the world’s leading brands. Additional information can be found at www.fallon.com.

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