



## Mimi's Cafe Launches New, All-Inclusive Kid's Menu

### Meals Offer Kid-Friendly Favorites and Healthy Options at a Reasonable Price

TUSTIN, Calif., Feb 26, 2007 (BUSINESS WIRE) -- Mimi's Cafe, the restaurant chain known for upscale family dining, introduces an affordable, all-inclusive kid's menu to provide more meal options for children and parents. Meals include an entree, side dish, beverage and dessert for \$3.99 to \$4.59. With four new items, including kid-friendly meals, healthy-choice options and fun activities on the menu, Mimi's Cafe is helping families have enjoyable dining experiences at breakfast, lunch and dinner.

The kid's menu, dubbed the "Gazette," is available for guests 12 and under and is packed with colorful, fun activities that are entertaining and educational. Games include a crossword puzzle, maze, matching activity and much more. Following are items featured on the kid's menu:

-- Breakfast: new Chocolate Chip Pancakes, Mimi Mouse Pancakes and Scrambled Eggs & Bacon

-- Lunch/Dinner (served after 11 a.m.):

-- Traditional choices: new Pepperoni Pizzadillas, new PB&J Soldiers, Chicken Fingers, Mimi Burger, Mini Corn Dogs, Mac & Cheese and Grilled Cheese

-- Healthier choices: Turkey Dinner, Spaghetti (plain, buttered or with marinara) and Soup & Salad

-- Side Dishes: Zero Grams Trans Fat Fries, new Applesauce, Fresh Vegetables, Mashed Potatoes and Fresh Fruit

-- Beverages: Whole or Non Fat Milk, Chocolate Milk, Lemonade, Orange Juice, Hi-C(R) Fruit Punch, Coke, Diet Coke, Sprite and Root Beer

-- Dessert: Mimi's Oreo(R) Dirt Cup

"We are dedicated to helping families have the best dining experience possible; therefore, offering kid's meals that can be part of a well-balanced diet for a reasonable price is a top priority," said Russ Bendel, President and CEO of Mimi's Cafe. "I'm proud that our new menu has many delicious items which appeal to children and contain important nutrients that they need like calcium, iron and vitamin C."

Each year, Mimi's Cafe honors more than 1.5 million students who have demonstrated excellence both inside and outside the classroom with Certificates of Achievement. The chain also rewards children for athletic achievement through the Wooden Nickel Program. These certificates and real wooden nickels can be used to redeem a free kid's meal at any Mimi's Cafe location.

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

#### About Mimi's Cafe

Mimi's Cafe is a collection of upscale family dining restaurants with 108 locations in 19 states. The publicly traded company (NASDAQ:BOBE) is known and loved for its full breakfast, lunch and dinner menus with high-quality, eclectic cuisine, unparalleled service and tastefully appointed decor.

For more information, to schedule an interview, or to request photography, please contact Christy Flanagan of Morgan Marketing & Public Relations LLC: (949) 261-2216 or [christy@mmpr.biz](mailto:christy@mmpr.biz).

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