



## **BOB EVANS RESTAURANTS TO FILM COMMERCIALS IN CLERMONT**

### **Clermont Bob Evans to have limited hours on shoot days**

The Clermont Bob Evans Restaurant will serve as the "set" for two new Bob Evans television commercials. The commercials, which will air this spring and summer, will be shot at the restaurant located at 2951 South Highway 27 on March 13 and 14. The restaurant will be closed to the public beginning at 10 a.m. on March 13 and 2 p.m. on March 14 for the filming. The restaurant will be open until filming time on both of those days and then open for business as usual beginning again on March 15.

Starring actor Kevin McCorkle and talent from the local area, the ads will feature shots taken both inside and outside the restaurant. New York City-based MacGuffin Films will be using a local Orlando crew to assist with the production.

The commercials will include Bob Evans' summer barbecue spot, which features competitors trying to discover the secret to Bob Evans original barbecue taste. "The spot uses humor to focus on our award-winning Wildfire sauce," said Bob Evans Farms Senior Vice President of Restaurant Marketing Mary Cusick.

The 158-seat restaurant opened in Clermont in July and was an easy choice for the filming location, according to Cusick. "Filming spring and summer spots in March represents a challenge in many of our units. But the warmth and appeal of this Florida location will be perfect for these commercials," she said. The restaurant's proximity to the airport in Orlando and the television production crew located there was also a plus, added Cusick.

The Bob Evans Farm in Rio Grande, Ohio, had served as the backdrop for three of the company's most recent commercials. The ads were developed by the Bob Evans Farms marketing department and advertising agency Chicago Creative Partnership. They have all featured McCorkle as "an engaging storyteller who is able to convey the heritage of Bob Evans Farms," said Cusick. McCorkle has most recently had a recurring role on television's Cold Case, and has served as a guest star on such shows as 24, Alias, American Dreams, Commander in Chief, CSI: Miami, NCIS, Port Charles, The Drew Carey Show and The X Files, as well as appearing in the 2006 movie "Bobby" and the 2005 movie "The Island."

Bob Evans Farms Inc. (Nasdaq: BOBE) is 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, which are available in 30 states. Bob Evans also owns and operates 591 full-service, family restaurants in 18 states primarily located in the Midwest, mid-Atlantic and Southeast regions of the United States. In addition, the company operates 109 Mimi's Café casual restaurants located in 19 states, primarily in California and other western states. For more information about Bob Evans Farms Inc., visit the company's Web site at [www.bobevans.com](http://www.bobevans.com).

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