

For Immediate Release

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**6,000 MEALS AND COUNTING AS PHOENIX RESIDENT
SHOWS UNIQUE LOYALTY TO 5 & DINER RESTAURANT**

Ross Boyd Eats On Average Two Times a Day at the Popular Eatery

PHOENIX, Arizona (May 2, 2010) – He has become a fixture at the 5 & Diner restaurant at 16th Street and Colter in Phoenix. Since January 25, 1994, Ross Boyd has spent every day at the popular eatery, sometimes enjoying breakfast and dinner on many days and nights. And while other customers fondly remember days gone by from the poodle skirt and bobby socks to the black leather jacket and ducktail hairstyle, Ross Boyd is as much a part of the popular landmark as visible images of Marilyn Monroe and James Dean.

On Saturday morning, May 22, Ross Boyd will take his usual spot at the first stool at the counter by the register and order his customary French toast or two eggs over easy with whole wheat toast. For Boyd, it will be his 6,000 meal at 5 & Diner. “When I first moved to Phoenix, I asked someone where a good place to eat was and they told me about 5 & Diner. After my first meal there I was hooked. Great food, great people and a great atmosphere. I love it there and don’t want to eat anywhere else,” said Boyd, a former chauffeur and car mechanic who’s now retired and spends his days between meals working as an artist out of his home. His creative specialties are animals and vintage cars.

The 71-year old Boyd, originally from Philadelphia usually has breakfast at @10:30 a.m. and enjoys a late night dinner at @10:00p.m. His favorite late night meal. “Chinese chicken salad or a Cobb salad which I had last night.” Many times, Boyd will stop by for a meal or a snack four times in a given day. He enjoys the food and the people at 5 & Diner that much.

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For the past 16 ½ years, Boyd has only missed a few days at 5 & Diner, occasionally Christmas Day, a holiday that 5 & Diner observes by keeping its doors closed. “On Christmas Day, I’ll still drive through the parking lot, just so I can say I visited 5 & Diner,” said Boyd.

Boyd has shared many meals with local celebrities and national political figures like former Presidential candidate Bob Dole. “Many times, players from the Phoenix Suns and some of the visiting teams like the Lakers will stop in after a home game and stay and enjoy a meal. A few years back, I once sold Kevin Johnson one of my drawings of a german shepherd that he really liked,” recalled Boyd. “Ross is what every restaurant owner dreams about. A loyal customer who comes back day in and day out. He’s a great guy and certainly one of our favorite customers. I don’t know of anyone who has ever had 6,000 meals at one restaurant. This is quite a milestone for Ross and for 5 & Diner,” said Ken Higginbotham, CEO & President of 5 & Diner.

5 & Diner Restaurant with 19 franchises throughout the United States including 11 in the Valley of the Sun offers its customers a nostalgic look at one of the country’s most favorite times. The 50’s-style diners with 12 award-winning signature burgers using fresh choice ground beef is a family destination restaurant with a full menu featuring breakfast, lunch and dinner. “Our vision was to create a restaurant where people could be transported in time to a place where life moved at a slower pace, where you could enjoy the simpler things and listen to music which evokes fond memories for so many people,” said Higginbotham. “At 5 & Diner, you can always feel comfortable

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pulling some tables together with your family, friends or co-workers and staying as long as you'd like. All of our restaurants are fun, easygoing and comfortable, just like the personalities of our customers, like Ross Boyd.”

5 & Diner, named “Best Family Restaurant” by Phoenix Magazine for ten straight years has many of its locations specializing in mouth-watering omelets, skillet breakfasts, delicious sandwiches, world famous meatloaf, chicken fried steak, BBQ ribs, Caribbean citrus glazed salmon and lip-smacking desserts. Its malts and shakes made with all-natural Breyer’s ice cream has been a favorite since Higginbotham opened up his first 5 & Diner at 16th Street and Colter in Phoenix in 1989. “Our restaurants have continually evolved over the years in response to customer preferences, but three core objectives have remained the same: quality food, value pricing and an atmosphere that takes our customers back in time,” added Higginbotham.

5 & Diner has also received another coveted award: “Best Family Restaurant in the USA” by Zagat Survey which provides reliable ratings and reviews of restaurants based on opinions from thousands of surveys. “We are extremely proud of our accomplishments and awards and once you dine with us you’ll quickly see why 5 & Diner is widely regarded as one of the finest dining experiences you’ll ever enjoy,” said Higginbotham.

For Ross Boyd, it’s a dining experience that he has enjoyed nearly 6,000 times and it won’t stop there. “I plan to keep on going and hopefully I can enjoy my 10,000th meal there in the future.”

For more information on 5 & Diner, call (480) 962-7104.