



For Immediate Release

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Village Inn Restaurants celebrates 50th Anniversary

DENVER (November 6, 2008) –Village Inn Restaurants, a division of VICORP, Inc., announced that in celebration of its 50th Anniversary, a series of exciting events will be happening in all Village Inn corporate restaurants during the month of November.

In 1958, NASA was founded, Elvis joined the army, and on November 17, 1958, the first Village Inn Pancake House opened at 8855 E. Colfax in Denver, Colorado. With a limited menu that featured all made-from-scratch breakfast items such as pancakes, waffles, French toast and egg dishes that were served any time of day, plus sandwiches, soups and salads, Village Inn became an instant success. Today, Village Inn still uses the original, made-from-scratch, pancake recipe for its unique buttermilk pancake specialties. After fifty years, Village Inn continues to serve all day breakfast, lunch and dinner recipes in an inviting family atmosphere.

To celebrate this golden anniversary milestone, Village Inn invites its guests to join in a series of events that reward them with free food, bonus cards and fun activities. During the week of November 3rd, Golden Anniversary Tickets valid for a free meal will be awarded randomly to guests. When guests visit the week of November 10th and purchase \$25 in food or beverages they will receive a free \$5 bonus card.

Throughout November and December, guests visiting their local Village Inn restaurant will enjoy the classic Pancake Combo at a special anniversary price of just \$5.99. And, created especially for the anniversary, the NEW Heritage Pancake Combos come with your choice of Chocolate Chip Cookie Dough pancakes made with Nestle® Toll House® chocolate chip cookie dough pieces, Pumpkin pancakes or Orange Cranberry Almond pancakes topped with warm orange Suzette sauce. In the tradition of Village Inn, these new items are great for breakfast, lunch or dinner.

Josh Kern, Vice President of Marketing, states, “For 50 years we have been serving our famous breakfasts, lunches and dinners and we are pleased to be able to share our success with our guests. We plan to continue serving our guests for at least the next 50 years.”

About VICORP Restaurants Inc.

Headquartered in Denver, VICORP Restaurants Inc. operates two restaurant concepts under proven and well-recognized brands, Village Inn and Bakers Square. Founded in 1958, VICORP has 307 restaurants in 25 states, consisting of 217 company-operated restaurants and 90 franchised restaurants. Both Village Inn and Bakers Square are synonymous with award-winning pies and also offer distinct, high-quality menu items for breakfast, lunch and dinner.

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