

For Immediate Release

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VICORP Restaurants Receives Top Commercial Baker Award at American Pie Council's 2008 National Pie Championships

Bakers Square and J. Horner's receive 45 blue ribbons

DENVER (May 21, 2008) – VICORP Restaurants Inc., which operates Village Inn and Bakers Square restaurants as well as VICOM bakeries received 45 blue ribbon awards at the 2008 American Pie Council® (APC) National Pie Championships for its pies. VICORP received more blue ribbon awards than any other commercial baker under its brands Bakers Square and J. Horner's, a line of pies sold at Village Inn and to foodservice and retail outlets. VICORP received 13 more blue ribbons this year than in 2007.

More than 800 pies were entered in approximately 165 categories at the APC championships in Kissimmee, Fla., which were conducted in April. The APC is the only organization committed to preserving America's pie heritage and promoting American's love affair with pies. Commercial bakers competed in many flavor categories—berry, silk cream, citrus, chocolate cream, just to name a few—including the new raisin flavor sponsored by the California Raisin Marketing Board.

“Baking award-winning pies has been a part of our heritage for more than 20 years, and we are thrilled to once again be recognized for creating some of the most delicious pies in America,” said Tim Kanaly, senior vice president of VICOM, VICORP's bakery division.

VICORP's bakery facilities are located in California, Illinois and Minnesota and produce 22 million pies a year for its customers, with Bakers Square carrying up to 34 varieties at a time depending on seasonality. The J. Horner's label is featured at Village Inn and Country Apple is its top selling blue ribbon winner. Bakers Square and Village Inn have been serving award-

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winning pies since 1983 and 1958 respectively to its guests, including dozens of varieties of premium, multi-layer specialty pies including Cream, French Apple, Lemon Supreme, French Silk and Caramel Pecan Silk Supreme and new Fruitabulous™ pies such as Blueberry, Boysenberry, Cherry, Peach, Raspberry and Strawberry Rhubarb. French Silk, an original recipe developed in 1958, continues to be the restaurants' most popular, award-winning pie. In fact, Bakers Square sells more than 532,000 French Silk pies annually.

Bakers Square received 28 blue ribbons, and their 2008 award-winning pies include:

- Raisin Supreme
- No Sugar Added Dark Chocolate Cream
- No Sugar Added Fresh Banana Cream
- Fruitabulous Strawberry Rhubarb
- Candy Cane
- Key Lime Cream Pie
- Pecan
- Neapolitan Cream
- Andes Chocolate Mint
- Fruitabulous Apple
- Fresh Banana Brownie
- European Chocolate Truffle
- Chocolate Coconut Almond Joy
- Hawaiian Strawberry
- Caramel Pecan Silk Supreme
- Chocolate Peanut Butter Silk
- Chocolate Raisinet
- Dutch Apple
- Banana Foster
- Triple Berry Supreme
- Triple Chocolate Treat
- Cool and Creamy Dreamy Orange
- Black berry Bavarian Cream
- Fresh Raspberry
- Butterfingers Pie
- Peach Supreme
- PB&J
- Rum Raisin with Walnuts

J. Horner's received 17 blue ribbons at this year's championships. The 2008 award-winning pies include:

- Country Apple
- Strawberry Rhubarb
- Blueberry

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Chocolate Mint Silk
Lemon Cream
Coconut Cream
Cherry Crumb
Key Lime
Pecan
Candy Cane Silk/Graham
Peach
Peanut Butter Cup
Chocolate French Silk
Blackberry Cherry
Wild Blueberry Pear
Kentucky Bourbon Pecan
Dark Chocolate Raspberry Silk

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 343 restaurants in 25 states, consisting of 250 company-operated restaurants and 93 franchised restaurants. Known for its strong breakfast heritage, Village Inn has been serving its signature breakfast items like one-of-a-kind skillet dishes and made-from-scratch pancakes for 50 years. In addition, Village Inn offers traditional American fare for lunch and dinner. Bakers Square is synonymous with award-winning pies and also offers distinct, high-quality menu items for breakfast, lunch and dinner.

Both Village Inn and Bakers Square guests are served The Best Pie in America® including dozens of varieties of premium, multi-layer specialty pies baked by VICOM, VICORP's bakery division. In 2008, Village Inn and Bakers Square were proud to win 45 combined blue ribbons at the American Pie Council's National Pie Championships. VICOM also produces pies for J. Horner's, a line of pies sold through foodservice and retail outlets.

Additional information can be obtained from the company's Web site at www.vicorpinc.com or by calling 1-866-304-8271.

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