



FOR IMMEDIATE RELEASE

**Contact Information:
Les Winograd
(800) 888-4848 Ext. 1683
winograd_l@subway.com**

SUBWAY DIET GUY MAINTAINS WEIGHT AND CELEBRITY STATUS

(Milford, Conn.) March 2002—To some, a hero is nothing but a sandwich, but to thousands of Subway customers, a hero is a young man who ate a sandwich—Jared Fogle. Today, Jared is a weight-loss hero and half the man he used to be. It has been three years since Jared, the man who inspired America to eat healthy, first embarked on his weight-loss regimen. After sticking to his self-prescribed diet of Subway sandwiches for almost one full year, Fogle lost a whopping 245 pounds. Today, he maintains a healthy weight of 190 pounds, juggles a career of motivational speaking and media interviews and still finds time to eat at Subway.

Jared first appeared in a national TV advertising spot for the Subway restaurant chain in January of 2000. Since then his weight-loss success story has captured the attention and imagination of millions of television viewers, catapulting him to celebrity status. He has done eight commercials, been featured at hundreds of speaking engagements and has participated in thousands of media interviews. Jared has celebrated much more than a mere 15 minutes of fame.

Jared has been involved in several major sporting events across the country from throwing out the first ball at three different major league baseball games to being the honorary master of ceremonies at several NBA basketball games.

“The highlight of my Subway career has to have been carrying the Olympic Torch through Indianapolis. It gave me a lot of pride to represent not just myself and Subway, but America too,” says Fogle.

According to Subway corporate dietitian, Lanette Kovachi, "Weight maintenance can be as difficult a task for some as the initial weight loss was. Living a healthy lifestyle is about making balanced food choices and staying active."

And it's working for Jared. "I do not exclude anything from my diet these days, but I try to eat in moderation and not over-indulge. I still eat Subway sandwiches a couple of times a week," says Jared.

Exercise was and continues to be a big part of Jared's weight-maintenance program. He walks, takes the stairs whenever he can and makes choices to avoid a sedentary lifestyle. In fact, now that Subway is a national sponsor, Jared will be walking in many local communities this year as part of the American Heart Association's Heart Walk events.

Jared advises people, trying to lose or maintain their weight, to understand that "you can never eat the way you used to."

For Jared, that means not only what he eats but also finding time to eat, between giving interviews and meeting autograph seekers, now that he has achieved somewhat of a "celebrity status."

Celebrities such as Jay Leno, Jerry Seinfeld and Dennis Miller have mentioned Jared by name on national television. He has been spoofed on "Saturday Night Live" and "The Tonight Show" and has been the subject of trivia questions on several network prime time game shows. When appearing at the Lance Armstrong Race for the Roses Cancer benefit in Texas, Jared was floored when two major big box office movie stars recognized him and knew his name!

To Jared Fogle, the best thing about his new-found fame is that he can be an inspiration to others. The corporate office of Subway has received more than a thousand calls and letters from customers who have been inspired by Jared and have lost weight

and or lowered their cholesterol. More than a dozen of these success stories have been featured in Subway's national advertising.

"I want to help others so they do not live with the pain and suffering of obesity like I did," says Jared.

That help will come in the form of more motivational speaking engagements and a soon-to-be published book about his life. In an upcoming episode of the TNN cable network's pop-culture documentary, *Fame For 15*, titled "Heavyweights," scheduled to air March 15, 2002, at 10 p.m. (ET/PT), Jared tells more about his brush with fame and how losing weight changed his life.

"We're proud of Jared's accomplishment," says Chris Carroll, director of marketing for the SUBWAY® Franchisee Advertising Fund Trust, "and we are proud to have played a part in it."

Subway Restaurants is the world's largest submarine sandwich franchise, with more than 16,000 locations in 74 countries. It is also the second largest fast-food chain in the world and has recently surpassed McDonald's in number of locations in the United States and Canada. Headquartered in Milford, Connecticut, Subway was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business. Subway was named the number one franchise opportunity in ALL categories by *Entrepreneur* magazine in its Annual Franchise 500 ranking for 2002, which is the 10th time it has been so honored in 14 years; the 2002 winner of the gold award for the sandwich category in the Restaurants and Institutions Choice in Chains Award; and has received the 2001 Menu Masters Award for best menu/line extension as presented by the editorial board of *Nation's Restaurant News*.

For more information about Subway see its Web site at www.subway.com.

SUBWAY® is a registered trademark of Doctor's Associates Inc.