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**HAS IT *REALLY* BEEN 10 YEARS?
JARED FOGLE RETIRES FAMOUS “FAT PANTS” AND MOVES ON
New York Giants Defense Michael Strahan Teams with Fogle
for New \$2 Million Program to Fight Childhood Obesity**

New York, NY (Feb. 12, 2008) – Jared Fogle, the man who lost more than 245 pounds by eating SUBWAY® sandwiches and exercising, announced today that he’s “hanging up” his iconic fat pants after 10 years of successfully keeping the weight off and focusing on a new \$2 million, 3-point plan to fight childhood obesity. New York Giants Defensive End Michael Strahan, a friend and supporter of Fogle, is partnering with him to launch a new program for The Jared Foundation.

After starting his diet in 1998 and gaining fame for his weight loss success in 2000, Fogle began traveling more than 200 days each year sharing his story and inspiring millions of people. Along the way, his 60-inch waist pants have served as a reminder of how easy it can be to slip back into old habits. Now that it's been a decade, a fit and trim Fogle says he's officially leaving the pants behind. He'll be embarking on a year-long “Tour de Pants” to raise awareness and funds for The Jared Foundation before retiring his original pants to the new Advertising Icon Museum.

Strahan was first introduced to Fogle on the set of a SUBWAY® restaurant commercial and since then the two have had a camaraderie and common interest in this cause. Strahan will serve as an honorary board member on The Jared Foundation, working with Fogle.

“Jared’s personal story of weight loss – and the fact that he’s kept the weight off for 10 years – is amazing,” said Strahan. “But I’m even more impressed with his commitment to helping fight childhood obesity. That’s why I’ve signed on to work with his foundation.”

Jared’s 3-Point Plan for Childhood Obesity Prevention

“Those pants have no place in my life now,” said Fogle. “Through The Jared Foundation, our aim is to collect \$2 million this year toward tackling obesity issues head on. My goal is to help children avoid the physical and emotional hardships I went through living with obesity.”

Fogle’s 3-point plan gives schools needed funding for nutrition and fitness programs and equips parents with tools to make smart choices at home and while dining out that will help protect their kids’ health. These pieces, Fogle says, are essential to establish lasting change.

- **The Jared Fogle Healthy Lifestyle Nationwide School Grant Program:** To help schools implement the 2004 federally mandated wellness policies, The Jared Foundation will offer \$20,000 grants to up to 50 schools in 2008 (\$1 million total in grant money).

- **Parents in the Know Initiative:** Based on his personal experience as a child, Fogle will help parents identify "at risk" obesity behavior early on and re-direct children toward healthy activities they can enjoy for a lifetime. In partnership with a national parenting magazine and local community organizations, The Jared Foundation will launch a multi-faceted parent education program on obesity issues.
- **Families Get Smart About Dining Out Campaign:** Fogle firmly believes that eating out can be enjoyable and healthy, and advocates for parents to set firm guidelines for kids on what they are allowed to order from the menu ahead of time. "It's up to us individually to avoid the junk and to educate ourselves on what's in the food we choose." In partnership with a national association, Fogle will launch an initiative to show families how easy and fun it can be to dine out and select nutritious items from nearly any menu.

Schools and community organizations who would like to apply for a grant from The Jared Foundation can download an application at JaredFoundation.org.

Tour de Pants Raises Awareness

To raise awareness for the new 3-point childhood obesity prevention plan, Fogle will embark on a nationwide "Tour de Pants" which launches in New York today and hits 10 more cities over the next six months. At the end of the farewell tour there will be a retirement party for his original size-60 pants, which will be inducted into the new Advertising Icon Museum slated to open in spring of 2009.

The "Tour de Pants" will make stops at events like the South Beach Food & Wine Festival, American Heart Association walks, various sporting events like NASCAR races, and schools across the country. At each stop, consumers will have one last chance to snap a photo of themselves with Fogle and his pants, collect an Upper Deck Fogle trading card and learn ideas for eating healthy when dining out. Fogle also will lead talks with children on how to make smart nutrition and exercise choices.

Celebrities and Fans Congratulate Fogle to Raise Funds

More than half a dozen celebrity athletes, including Strahan, Reggie Bush, Tony Parker and Laila Ali, are congratulating Fogle in a new SUBWAY® restaurants ad campaign. Consumers can view the celebrity well-wishers and their messages at SubwayFreshBuzz.com. At the Web site, they also can play the "Pants Dance" game, view video highlights from Fogle's life over the past 10 years, enter for a chance to appear in a SUBWAY® restaurants commercial and make a donation to The Jared Foundation.

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For more information about the SUBWAY® chain, visit www.SubwayFreshBuzz.com. SUBWAY® is a registered trademark of Doctor's Associates Inc.

ABOUT SUBWAY® RESTAURANTS:

The SUBWAY® restaurant chain is the world's largest submarine sandwich franchise, with more than 28,500 locations in 86 countries. In 2002, the SUBWAY® chain surpassed McDonald's in the number of restaurants open in the United States and Canada. The chain has also passed McDonald's in Australia and New Zealand. Headquartered in Milford, Conn., the SUBWAY® restaurant chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey - one that made it possible for thousands of individuals to build and succeed in their own business. The SUBWAY® chain was named the number one global franchise opportunity by Entrepreneur magazine in its Annual Franchise 500 Ranking for 2008. For more information about the SUBWAY® restaurant chain, visit www.subway.com. SUBWAY® is a registered trademark of Doctor's Associates Inc.

ABOUT THE JARED FOUNDATION:

The Jared Foundation was established in 2004 by SUBWAY® spokesperson Jared Fogle, who knows first-hand the physical and emotional hardships overweight children endure and wants to help motivate and empower others to take action to live a healthy life. Fogle and The Jared Foundation help educate children, parents and caregivers about the importance of a balanced meal plan and regular physical exercise while encouraging children, supporting families and motivating communities to become involved and take action.