



The World's Largest Submarine Sandwich Chain

NEWS

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SUBWAY® ROLLS OUT BUFFALO CHICKEN

-- New Low-Fat Sub Available for a Limited Time --

Milford, CT (September 25, 2009) — A spicy addition to the SUBWAY® submarine sandwich chain's roster of low-fat and great tasting sandwiches will be available for a limited time only (from Sept. 25th to Nov. 16th, 2009) as the brand rolls out its new Buffalo Chicken submarine sandwich.

As a six-inch sub with seven grams of fat, the Buffalo Chicken sub fits in well with the variety of low-fat offerings available as part of the SUBWAY FRESH Fit® meal choices, which combine low-fat, six-inch submarine sandwiches with healthier-for-you sides, such as baked chips, apple slices, yogurt, diet drinks or bottled water. In addition, the sandwich will be available as a \$5 footlong sub at participating locations.

"We take tender strips of chicken, tossed with a spicy Buffalo sauce and serve it on our fresh-baked bread with lettuce, tomato, green pepper and top everything with a light creamy ranch dressing that not only provides the flavor profile a sandwich like this demands, but is also low-fat," said Chris Martone, Executive Chef for the SUBWAY® brand.

Chef Chris noted, "We knew that creating a Buffalo Chicken submarine sandwich would raise expectations among our loyal customers, as well as fans of spicy Buffalo chicken dishes from around the country, so we were careful to create the ideal recipe using the perfect ingredients - to make this a winner for both consumers who wanted to enjoy this as a full-flavor sandwich, as well as those looking for low-fat meal options."

The Buffalo Chicken sub is being introduced nationwide after extensive testing in selected markets where it was well received; frequently turning into a customer favorite.

About SUBWAY® Restaurants

The SUBWAY® restaurant chain is the world's largest submarine sandwich franchise, with more than 31,500 locations in 91 countries. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami, and Singapore, the SUBWAY® chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. The SUBWAY® brand was ranked the number one Franchise Opportunity and the number one Global Franchise Opportunity in the 2009 edition of *Entrepreneur* magazine's "Annual Franchise 500®" survey, an honor that the SUBWAY® chain has received 16 times in the past 22 years.

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

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