



Subway® Strengthens Its Global Brand Team

Len Van Popering joins as Vice President of Global Brand Management and Innovation

Milford, CT (Dec. 1, 2017) - Subway® restaurants announces Len Van Popering has joined the company as Vice President of Global Brand Management and Innovation. Van Popering is charged with driving Subway's ongoing global transformation through food innovation (including core menu items, snacks and beverages), brand positioning, visual identity, and channel development (including delivery, catering and mobile ordering).

"We are evolving our Global Marketing Team to reflect the contemporary vision we have for the company," said Joe Tripodi, Chief Marketing Officer for Subway restaurants.

"Len's diverse background, collaborative approach and shared enthusiasm for Subway will help us expand the innovation and creativity so critical to our brand."

"Few brands have the opportunity to impact dining habits worldwide as much as Subway does," Van Popering commented. "I'm excited for the challenge to contribute to the transformation of this iconic brand."

Van Popering brings more than 20 years of marketing, innovation and strategic planning experience from multiple brands in the food and beverage, apparel, retail, and paper and packaging spaces. He previously served as Senior Vice President of Marketing and Product Innovation for Arby's Restaurant Group, as Chief Marketing Officer at Logan's Roadhouse and as Director of Strategic Planning and Business Development for Russell Corporation.

About Subway® Restaurants

Subway® offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day. Guests choose from 37 million combinations of quality proteins, fresh vegetables, and bread baked daily. The world's largest restaurant chain serves nutritious and delicious subs, soups, and salads at more than 44,000 restaurants in 113 countries. The Subway® experience is also delivered online at www.Subway.com and through the Subway® App, available in select markets at the Apple App Store and Google Play.

Founded by then 17-year-old Fred DeLuca and family friend Dr. Peter Buck more than 52 years ago, Subway® is still a family-owned business today working with more than 21,000 dedicated franchisees in communities around the world.

Subway® is a registered trademark of Subway® IP Inc.

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