

**WALT DISNEY STUDIOS MOTION PICTURES CANADA AND SUBWAY® RESTAURANTS KICK OFF FIRST
EVER PROMOTIONAL COLLABORATION WITH THE UPCOMING RELEASE OF DISNEY'S
"FRANKENWEENIE"**

September 20, 2012 – Today, SUBWAY® Canada and Walt Disney Studios Motion Pictures Canada officially announced their first collaboration in Canada. "Frankenweenie" will be the first Disney feature film to incorporate a national promotional campaign with a quick service restaurant in the country since Disney's nutritional guidelines were introduced in 2006. Disney's "Frankenweenie," directed by acclaimed filmmaker Tim Burton, opens across Canada on October 5, 2012.

"Working with SUBWAY® Restaurants is a great fit for Disney," says Greg Mason, Vice President, Marketing, Walt Disney Studios Motion Pictures Canada. "We are delighted to have the opportunity to work with a company that shares Disney's desire to promote healthy eating and making a healthy lifestyle fun for families across Canada."

For a limited time, Kids Paks will come inside one of six reusable "*Frankenweenie*"-themed bags, designed by the film's creator, Tim Burton, with a glow stick for Halloween. SUBWAY® Canada has further plans to promote the upcoming action-packed feature from Walt Disney Animation Studios "*Wreck-it Ralph*" later this fall and an all-star lineup of Disney releases into 2013.

In recent years, SUBWAY® Canada has focused heavily on improving their health offerings – from the introduction of 8 sandwiches under 6 grams of fat to the 2011 launch of an interactive, online tool that instantly calculates the nutritional value of your customized SUBWAY® sandwich, to the brand's major marketing effort, Commit to Fit. And now, SUBWAY® Restaurants has expanded their menu to include a side of apple slices in every SUBWAY® Kids Pak and available as a SUBWAY® Combo option. The Kids Pak also includes a 4" sandwich and a juice box.

"We're very proud of our collaboration with Walt Disney Studios Motion Pictures in Canada and excited about the opportunities it opens up for both of the brands," says Kathleen Bell, Director of Marketing for SUBWAY® Restaurants in Canada. "SUBWAY® Restaurants and Disney are closely aligned in support of health and wellness and this will bring our combined message into our more than 2,900 stores across the country."

Television advertising in support of the promotional collaboration launched this week. The campaign includes English and French :30s and :15s television spots, digital big box and pre-roll. The creative was designed by kbs+p, media buying by Carat and public relations and social support by Veritas Communications.

About SUBWAY® Restaurants

SUBWAY® Restaurants is the world's largest submarine sandwich franchise, with more than 34,600 restaurants in 98 countries and more than 2,900 restaurants in Canada. In 2011, the SUBWAY® chain surpassed McDonald's in the number of restaurant locations worldwide. Headquartered in Milford, Conn., the SUBWAY® restaurant chain was cofounded by Fred DeLuca and Dr. Peter Buck in 1965. For more information about the SUBWAY® chain, visit www.SUBWAY.ca.

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About "Frankenweenie"

From creative genius Tim Burton ("Alice in Wonderland," "The Nightmare Before Christmas") comes "Frankenweenie," a heartwarming tale about a boy and his dog. After unexpectedly losing his beloved dog Sparky, young Victor harnesses the power of science to bring his best friend back to life—with just a few minor adjustments. He tries to hide his home-sewn creation, but when Sparky gets out, Victor's fellow students, teachers and the entire town all learn that getting a new "leash on life" can be monstrous.

A stop-motion animated film, "Frankenweenie" was filmed in black and white and rendered in 3D. The talented voice cast includes: Catherine O'Hara, Martin Short, Martin Landau, Charlie Tahan, Atticus Shaffer, Robert Capron, Conchata Ferrell and Winona Ryder.

Presented by Disney, "Frankenweenie" is directed by Tim Burton, produced by Tim Burton and Allison Abbate, based on a screenplay by John August, based on an original idea by Tim Burton.

"Frankenweenie" releases in theatres on October 5, 2012.

About "Wreck-It Ralph"

From Walt Disney Animation Studios and Emmy®-winning director Rich Moore comes "Wreck-It Ralph," a hilarious, arcade-game-hopping adventure. For decades, Ralph (voice of John C. Reilly) has been overshadowed by Fix-It Felix, Jr. (voice of Jack McBrayer), the good-guy star of their game who always gets to save the day. Tired of playing the role of a bad guy, Ralph takes matters into his own massive hands and sets off on a journey across the arcade through multiple generations of video games to prove he's got what it takes to be a hero.

On his quest, Ralph meets tough-as-nails Sergeant Calhoun (voice of Jane Lynch) from the first-person action game Hero's Duty, and feisty misfit Vanellope von Schweetz (voice of Sarah Silverman) from the candy-coated cart racing game, Sugar Rush, who may just be his first real friend. But everything changes when a deadly enemy is unleashed, threatening the entire arcade and Vanellope herself. Ralph finally gets his chance to save the day—but can he do it in time? "Wreck-It Ralph" crashes onto the big screen on November 2, 2012, in Disney Digital 3D™ in select theatres.