



Subway® To Launch North America Loyalty Program

Earn tokens for every visit and receive rewards, exclusive deals, surprises and more with Subway MyWay™ Rewards at approximately 28,500 participating restaurants

Milford, CT (Feb. 22, 2018) - Subway® asked its most dedicated customers what they want from a loyalty program. They want a program that gives them flexibility in how they earn and redeem. They want more rewards, and a surprise or two. Oh, and they want a completely personalized experience. This March, customers will get just that with Subway MyWay™ Rewards.

More than a loyalty program, Subway MyWay Rewards will redefine choice and accessibility to Subway's more than 37 million sandwich and salad combinations. The program will be a customized experience - from how customers join, earn and redeem, to surprise rewards and exclusive offers.

"We know time and money are important to our guests," said Subway® Chief Digital Officer Carissa Ganelli. "It's important to us that we deliver a seamless, convenient experience to help our customers get what they want when they want it - and what they want is our delicious, nutritious, and affordable food."

With an estimated 28,500 participating restaurants in the U.S. and Canada*, Subway MyWay Rewards will be the largest loyalty program for earning and redeeming rewards in the quick service restaurant industry.

Here's how it works:

- **Easy Sign-Up**
 - Join Subway MyWay Rewards through the [Subway App](#), online at [Subway.com](#), or in-restaurant with a Subway card
 - Guests can earn rewards no matter how they pay via the Subway App, Subway Card, cash or credit
- **Flexible Earning and Redeeming**
 - Earn 4 tokens per dollar spent; hit 200 tokens & automatically receive a \$2.00 Reward
 - Tokens are applied to guests' accounts with every purchase
 - Redeem \$2.00 Rewards on any menu item: sandwiches, salads, cookies, drinks—you name it
 - Plus, guests will receive bonus token earning opportunities
- **Surprise Rewards**
 - The more guests order, the more surprises they get, like free cookies, chips and more
 - Guests will also receive a birthday surprise, too

Subway MyWay Rewards is part of Subway Digital's work to transform the customer experience through an omnichannel approach, with the integration of the app, remote ordering and, in-restaurant kiosks.

For more information visit [Subway.com](https://www.subway.com), or like and follow us on [Facebook](https://www.facebook.com/subway), [Instagram](https://www.instagram.com/subway) and [Twitter](https://www.twitter.com/subway).

About Subway® Restaurants

Subway offers a fresh alternative to traditional fast food, serving 7 million made-to-order sandwiches a day worldwide. 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](https://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.

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*Number reflects the total number of Subway locations in North America, excluding Quebec, which will rollout Subway MyWay™ Rewards before the end of 2018.

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