



The World's Largest Submarine Sandwich Chain

**NEWS**

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**Contact:**

SUBWAY® Public Relations  
Kevin Kane  
203 877-4281 ext. 1329  
[kane\\_k@subway.com](mailto:kane_k@subway.com)

**THE SUBWAY® BRAND FEATURED ON CBS-TV NETWORK  
UNDERCOVER BOSS EPISODE**

(Milford, CT) November 26, 2010 - Don Fertman, Chief Development Officer for the SUBWAY® sandwich chain, has played a pivotal role toward the growth of the SUBWAY® brand to become the largest quick service restaurant chain in the world.

But during autumn 2010, while participating in the hit CBS television series *Undercover Boss*, Don was able to get a glimpse at a part of the business he rarely saw during his daily routine in his office at the SUBWAY® chain's Milford, Connecticut world headquarters. Don, a 29-year veteran of the restaurant chain, was baking bread, stocking sandwich ingredients, slicing vegetables, taking inventories and serving customers.

The initial 2010 air date for the *Undercover Boss* episode occurred on Sunday, November, 21st, at 9 p.m. ET/PT on the CBS television network.

Don was sent on an undercover assignment by SUBWAY® president and co-founder Fred DeLuca. Although Fred would have liked to participate, he was thought to be too recognizable for the mission.

"When Fred sent me undercover, I told him I wanted to catch people doing really good things," Don remarked. "I was not disappointed. I worked alongside many great store employees and came back with some terrific best practices – ideas which we will share within the organization. After working alongside these folks, I can understand why we're continually rated very highly by consumers. This was a very valuable experience."

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To pull off his transition from “corporate executive Don Fertman” to his undercover identity of “John Wilson,” Don repeatedly tapped into his prior experience as a performer, which he earned from his days as a singer and bass player for “The Crayons” - a popular Connecticut band - before working for the SUBWAY® team. (In fact, when Don interviewed with Fred for a job nearly 30 years ago, he still had orange hair and wore orange platform shoes – both remnants of his raucous rock-and-roll days).

On his undercover assignment, “John Wilson” worked with: Rev. Duane, the Store Manager at the SUBWAY® location in the True Bethel Baptist Church, Buffalo, NY; Sherri, a Store Manager who is also known as the “Subway Lady” in her Alabama community; Efrain, a Store Manager in Florida who is one of the system’s youngest managers; and Jessi, a Sandwich Artist® in Orlando, Florida who proved to be one of the toughest, “no nonsense” employees and crew trainers anyone associated with the SUBWAY® brand has ever seen!

“There are a few things I was hoping to see while in the stores,” Don said. “We launched a major Breakfast program during 2010 so I wanted to see first-hand how that was working in the restaurants. We also have a lot of stores that run successful catering programs - I wanted to find best practices on that, or to learn what the specific needs are to make it better in the field.

Overall, Don said the experience was one he would never forget- and he looked forward to working with the participants in the future.

“We are the number one chain in the world, and we continually look for ways to deliver an exceptional experience to our customers each and every day,” Don noted. “Taking advantage of a situation like the one presented on *Undercover Boss* not only gave us a glimpse of what was happening on the front lines in the stores, but it provided consumers a close look at how we operate. We are proud of how our wonderful Sandwich Artists deliver a terrific product to every customer, demonstrating that the dedication and entrepreneurial spirit of our amazing franchisees is the foundation of our system. We believe this episode shone a spotlight on how Subway has grown to become so successful.”

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## About SUBWAY® Restaurants

Headquartered in Milford, Connecticut USA, 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. Their partnership, which continues today, has made it possible for thousands of individuals to build and succeed in their own businesses.

In the 2010 Zagat® Fast Food Survey, the SUBWAY® brand was ranked “number one” by consumers in the “Most Popular,” “Top Service” and “Healthy Options” categories for food mega-brands with 5,000 or more locations.

For more information about the SUBWAY® chain, please visit [www.subway.com](http://www.subway.com) and [www.subwayfreshbuzz.com](http://www.subwayfreshbuzz.com). SUBWAY® is a registered trademark of Doctor's Associates Inc (DAI).

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