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NEWS

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FOR IMMEDIATE RELEASE
MARCH 26, 2009

SUBWAY® RESTAURANTS OF ARIZONA ANNOUNCES SPONSORSHIP WITH ARIZONA DIAMONDBACKS

Subway® Restaurants of Arizona is pleased to announce it has partnered with the Arizona Diamondbacks to become a sponsor of the team, making Subway the “Official Sub of the Arizona Diamondbacks.”

Throughout the baseball season, Subway will work with the Diamondbacks to create in-store and stadium promotions for its many local baseball fans. To kick off the partnership, Subway is launching an in-store drawing where kids can enter to win the chance to take the field with their favorite starting Diamondbacks player during a regular season home game. The contest is open to kids between the ages of seven and 15, and no purchase is necessary to enter. Entry forms will be available in all participating Subway locations.

A winner will be chosen to take the field with a player during each of the team’s nine regular season Sunday home games. There will be nine winners total and each will also get four tickets to the Sunday home game as well as a player autograph. The drawing is sponsored by Subway owners in the Phoenix and northern Arizona areas.

“In a time when so many businesses are cutting back on their sponsorship participation, we are increasing ours – due to the strategic benefit of partnering with a great brand like the Arizona Diamondbacks,” said Subway franchisee Mark Roden, who is also the chairman of the 2009 Subway Franchisee Advertising Fund Trust of Arizona (SFAFT) board of trustees.

Subway is also a sponsor and the “Official Sub of the Phoenix Suns.”

Subway Restaurants is the world’s largest submarine sandwich franchise, with more than 30,500 locations in 87 countries. Headquartered in Milford, Conn., Subway Restaurants was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey-one that made it possible for thousands of individuals to build and succeed in their own business. For more information about the Subway restaurant chain, visit www.subway.com. Subway® is a registered trademark of Doctor’s Associates Inc.