



The World's Largest Submarine Sandwich Chain

Contact Information:

Paul Belleau
TKO Marketing Communications
440-250-9553
Fax: 440-250-9560
Fridgeartcreative2@adelphia.net

FOR IMMEDIATE RELEASE

Jeff Linden
Northeast Ohio Subway Board Chair
Cell: 440-396-3573

**WESTLAKE RESIDENTS DEVELOP
BIG TASTE FOR SUBWAY® LOW-CARB WRAPSSUBWAY CELEBRATES SPRING
WITH FRESH, NEW SALADS**

FEBRUARY 19, 2004—CLEVELAND, OHIO—Hot on the heels of its highly successful Atkins®-friendly wrap sandwiches, Subway announces the introduction of four new, fresh salads, two of which are also Atkins-friendly. The salads, Classic Club, Chicken Spinach, Mediterranean and Garden, will be made to order, carrying on the Subway tradition of freshness and originality. The 311 Subway locations in the Northeast Ohio and Youngstown areas will begin carrying the salads starting February 19th.

Three of the salads, Classic Club, Chicken Spinach and Mediterranean, will retail for \$4.99 and the Garden Salad will retail for \$3.99. All salads are prepared fresh and served in 40 oz bowls. The Atkins-friendly salads were specifically formulated to follow the popular carb-conscious diet and are officially sanctioned by the Atkins Nutritional Inc. (ATI). Consumers can also get any sandwich or wrap as a salad for \$1 extra.

Subway boast that its new salads are comparatively larger than most of it competitors, giving salad devotees the most for their money. The Classic Club and Mediterranean Salads top out at approximately 19.75 oz., with the Garden salad at approximately 16.25 oz. and the Spinach at approximately 13.5 oz.

– more–

Subway franchisees in the Northeast Ohio area expect the salads to be just as popular as the wraps. “Test markets showed an increase in salad units sold by two to four times compared prior salad sales,” said Jeff Lyndon, Northeast Ohio Subway Board Chair. “This is another great alternative from Subway for carb-conscious dieters.”

For more information regarding Subway Restaurants and its products, visit www.subway.com. For additional information about Atkins Nutritionals, Inc. please visit www.atkins.com. Subway® is a registered trademarks of Doctor’s Associates Inc. (DAI).

###