

SUBWAY® RESTAURANTS OF CANADA TO COMMIT TO FIT™ FOR WALT DISNEY WORLD® MARATHON WEEKEND

SUBWAY® Restaurants' ROAD TO *runDisney* campaign will live through AOL co-production, social media and events

TORONTO, October 28, 2013 –SUBWAY® Restaurants of Canada has issued the next challenge to its Commit to Fit™ Ambassador, Carl Savard: to run in the world-renowned

Walt Disney World® Marathon presented by Cigna® on January 12, 2014. Savard's participation in the marathon is the culmination of the brand's Road to *runDisney* campaign, which is launching today.

"Since becoming our Commit to Fit™ Ambassador in 2011, Carl has been increasingly dedicated to his healthier lifestyle and we wanted to give him a fresh challenge," said Kathleen Bell, Director of National Marketing, SUBWAY® Restaurants in Canada. "At SUBWAY®, we're proud to fuel Canadians' healthy, active lifestyle, and our Road to *runDisney* campaign demonstrates this. We also hope to highlight how everyday Canadians, like Carl, can achieve goals they may have thought would never be possible."

SUBWAY® Restaurants' Road to *runDisney* is an online and events-based campaign that focuses on getting Canadians to rally behind Savard, follow his journey and cheer him on as he trains for, and races in, the Walt Disney World® Marathon, which will feature a sellout field of more than 13,500 registered runners. Over the next few months, Savard will be following a rigorous training program that includes participating in training runs across Canada, and working closely with his personal trainer and dietician to ensure he stays on track.

For Canadians looking to get inspiration to start their own Commit to Fit™ journey, SUBWAY® Canada is launching a four-part series on Aol.ca in late October that will provide Canadians with access to the advice Carl is receiving in preparation for race day.

"I'm excited about the opportunity to run in the Walt Disney World® Marathon and will represent Canada and SUBWAY® restaurants with pride," said Savard. "I've been unbelievably fortunate to represent SUBWAY® Restaurants' commitment to inspiring Canadians to live healthy, active lifestyles as the Commit to Fit™ Ambassador. I get to meet so many Canadians, listen to their success stories and be that supportive friend that understands where they are and where they're going."

Additionally, "Carl's #1 Fan Contest" will launch today, along with SUBWAY® Restaurants' Road to *runDisney* campaign, "Carl's #1 Fan Contest" asks Canadians to share their words of encouragement for Savard when he participates in the marathon. Canadians can head to SUBWAY® Canada's Facebook page ([Facebook.com/SUBWAYCanada](https://www.facebook.com/SUBWAYCanada)) to enter to win one of six running-inspired prize packs.

More information on Savard's journey and SUBWAY® Restaurants' Commit to Fit™ program can be found at www.SUBWAY.ca.

About SUBWAY® Restaurants

SUBWAY® Restaurants is the world's largest submarine sandwich franchise, with 40,000 restaurants in over 100 countries and more than 3,000 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 runDisney

The Walt Disney Marathon Weekend is one of seven events in the runDisney series, which provides runners unique opportunities to run various distances through Disney theme parks. Race participants earn Disney-themed medals, experience legendary Disney entertainment and guest service and ultimately celebrate their accomplishments with a Disney vacation. The original event in the series, the Walt Disney World Marathon Weekend presented by Cigna, takes place in January followed by the Disney Princess Half Marathon Weekend in February, Expedition Everest Challenge in May, The Twilight Zone Tower of Terror 10-Miler in October and the Disney Wine & Dine Half Marathon Weekend in November. Disneyland hosts the Tinker Bell Half Marathon Weekend in January and the Disneyland Half Marathon in September during Labor Day Weekend. More than 163,900 running enthusiasts participate in runDisney events each year. For more information, visit www.runDisney.com and follow us on Facebook (runDisney), Instagram and Twitter @runDisney.

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