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**Quiznos Continues Push for Global Expansion**

Latest International Initiatives Focus on Asia and the Middle East

DENVER – Oct. 29, 2014 – Quiznos continues to expand its industry-leading international development with growth into seven countries in Asia and the Middle East. This is the latest addition to an international development strategy to open more than 1,000 restaurants in more than 40 countries by 2020 and will widen the company footprint abroad through the help of trusted international Master Franchisees.

“Quiznos was born in America and through successful franchise relationships, is now loved around the world,” said Stuart Mathis, Quiznos Chief Executive Officer. “Opening restaurants abroad allows us to introduce our core menu items to new Quiznos fans, as well as serve products that are unique to the cultures and flavor profiles of the regions.”

Malaysia and China

On Oct. 28, Quiznos celebrated the grand opening of the first Quiznos restaurant in Malaysia. AUM Hospitality (AUMH) penned the deal to bring the brand’s toasted subs to 100 future locations in Malaysia. The Grand Opening event featured Q&A with key players in the development and a sandwich-eating competition with winners receiving free sandwiches for one year.

“We see a tremendous opportunity for continued development and growth in international regions,” said Kenneth Cutshaw, President International of Quiznos. “With the addition of these new markets, Quiznos is extending its reputation as the premium, toasted sandwich brand around the world. We’re confident we’ve found the right Master Franchisees who truly understand their customers and will deliver the superior experiences guests expect from Quiznos.”

In July, AUMH partnered with Parkson Holdings Berhad to expand its food and beverage operations in Malaysia with plans to enter China in 2015. Quiznos is the first brand AUMH and Parkson has secured for its China expansion and plans to open 1,500 Quiznos restaurants in China over the next 11 years.

“We are looking forward to paving the way for Quiznos in China,” said Tham Lih Chung, Director, AUMH. “The brand’s longstanding history of international accomplishments, combined with our knowledge of the region and culture, is sure to be met with success in China.”

Indonesia and Taiwan

Later this year, the company will open the world’s largest Quiznos restaurant in Indonesia. The 10,000-square-foot space will be open 24 hours a day, 7 days a week. Quiznos will also feature its Q Café platform in the Indonesian location, serving up high-quality brewed coffee alongside toasted subs.

“Opening the world’s largest Quiznos is an accomplishment we are very proud of,” said Tan Po Lian, President, PT QuiznosIndo. “The market in Indonesia is just right for this kind of large, all-night concept and we are excited to bring Quiznos world famous toasted sandwiches to Indonesia.”

In August, Quiznos opened its first restaurant in Taipei’s Xinyi District at the base of Taipei 101. Master Franchisee, Trilogy/Sense-Meal International, plans to open 100 restaurants in Taiwan over the next 10 years.

United Arab Emirates

In September, Quiznos opened its first restaurant in Abu Dhabi. Master Franchisee Royal Bun Café plans to open seven additional locations by the end of 2014 in Abu Dhabi, Dubai, RAK, Sharjah and Fujairah. The group will open 75 restaurants in Bahrain, the UAE and neighboring Oman by 2021.

“As a result of these developments, Quiznos will be one of the largest global brands present in the UAE,” said Saeed Al Jabri, Managing Director, Royal Bun Café. “We’re proud to bring this concept to our region and are looking forward to additional development plans in the future.”

Additional international milestones include the brand’s movement into Pakistan and Iraq. This is part of Quiznos continued international expansion strategy to grow Quiznos locations around the globe.

ABOUT QUIZNOS

Denver-based Quiznos is a chain designed for today’s busy consumers who are looking for a tasty, freshly prepared alternative to traditional fast-food restaurants. With locations in 50 states, more than 40 countries and one U.S. territory, Quiznos is one of the world’s premiere quick-service restaurant chains and pioneer of the toasted sandwich. Quiznos restaurants offer creative, chef-inspired sandwiches, salads, and soups using premium ingredients. Quiznos was founded in 1981 by chefs who discovered that toasting brought out the best in every sandwich ingredient. For more information, please visit www.quiznos.com.

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