



QUIZNOS CHARTS COURSE FOR GLOBAL GROWTH

Premier QSR Seeks Master Franchisees with Local Infrastructure, Business Expertise

Denver—August XX, 2010—Quiznos, one of the nation’s premier quick-service restaurant chains and pioneer of the toasted sandwich, today announced a global growth initiative to expand the brand’s international footprint from 25 countries and territories in which Quiznos currently operates to nearly 40 countries and territories in the next two years. This international development, which targets markets in Central and South America, Europe, the Middle East, and Southeast Asia, is an extension of Quiznos domestic growth goals announced last month.

With a global rise in entrepreneurialism and many of the costs of entry at or near historic lows, Quiznos international expansion is designed to meet growing interest and demand from partners in both developed and emerging markets.

“The global marketplace presents a significant opportunity for company growth, and these markets are ideal locations for Quiznos around the globe,” said Lee Vala, Quiznos International Chief Development Officer. “Quiznos unique concept, quality ingredients and freshly toasted sandwiches translate extremely well across many countries and cultures. International expansion allows us to share our chef-inspired recipes with customers worldwide, and based on the tremendous reception of our brand in 25 successful international markets thus far, we’re confident customers in these new markets will respond enthusiastically to our menu.”

Vala, whose franchising and international development expertise spans nearly 20 years, helped establish Quiznos international presence in 1998 and grew the brand’s global reach to 25 countries and territories by 2007. He is the former international committee vice chair for the International Franchise Association, and a current senior member of the organization.

In preparation for continued global expansion, Vala and Quiznos further optimized the company’s international development support structure. The company’s unique executive training program is the first of its kind in the industry and includes in-depth instruction with members of Quiznos executive team at the Quiznos corporate headquarters. It also features one of the longest in-store training periods in the quick-service industry and an extensive ground support program.

Quiznos international development model is currently based on awarding master franchisee licenses to individuals or organizations with an existing infrastructure and strong business background in the country where they operate. As part of the planned expansion, Quiznos is seeking qualified master franchisees with solid local structure and sound business expertise.

“The most vital component of entering a new market is the quality and strength of our local partner. A strong partnership bears a direct impact on the success of a new market,” said Vala. “By working with dedicated, established local master franchisees, we gain valuable local knowledge. This local insight paired with our system knowledge and world-class business model is a powerful formula for success.”

Richard Eisenberg, Quiznos master franchisee and president of QSR International, a quick-service holding company, has owned and operated Quiznos locations in 13 countries in the Caribbean and Central and South America for the past 10 years. Eisenberg’s company has 66 Quiznos restaurants in operation and an additional 34 locations in various stages of construction and development, with further expansion anticipated.

“Quiznos is a great partner, giving us solid guidance and direct access to senior executives for the quickest and most comprehensive exchange of ideas and information. Quiznos executives, information and materials are some of the very best in the industry,” said Eisenberg. “With excellent product quality and menu creativity, Quiznos is an exciting brand that understands the importance of introducing fresh ideas to keep the brand relevant in the increasingly competitive restaurant environment.”

About Quiznos

Now in its 30th year, Denver-based [Quiznos](#) is a national chain designed for today's busy consumers who are looking for a tasty, freshly prepared alternative to traditional fast-food restaurants. Using premium ingredients, Quiznos nearly 4,000 restaurants offer creative, chef-inspired recipes for sandwiches, soups and salads.

CNN Money ranked toasty sub pioneer Quiznos as the No. 2 most popular franchise of the past decade in 2010. In 2009, Quiznos Toasty Torpedoes earned a spot as one of the top 10 new product introductions from the Most Memorable New Product Launch Survey. Also in 2009, QSR Magazine ranked Quiznos No. 19 overall in its Top 50 Chains in system-wide sales. In October 2007, Quiznos was recognized for leading the QSR industry in wait time performance by the Mystery Shopping Providers Association's (MSPA) 2007 Wait Time Study. In May 2007, Zagat's consumer surveys listed Quiznos in the top 5 for Top Food, Top Facilities, Top Service and Top Overall, ahead of its direct competitors. For further information, please visit www.quiznos.com.

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