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Lance Armstrong Achieves Another Victory by Bringing International Pro-Cycling Back to Colorado

Seven-Day Quiznos Pro Challenge to Become One of the Most Significant Cycling Competitions Worldwide

August 4, 2010, Denver – Quiznos, pioneer of the toasted sandwich and one of the nation’s premier restaurant chains for sandwiches, salads and soups, and Lance Armstrong, legendary road-racing cyclist and seven-time Tour de France champion, today officially announced plans to hold an international pro-cycling competition in Colorado, August 22-28, 2011. Titled the Quiznos Pro Challenge, the race is expected to become one of the most significant international pro-cycling events worldwide. The event will reinvigorate the legacy of the Colorado-based Coors International Bicycle Classic, which stood as the pre-eminent international pro-cycling event in North America from 1979-1988.

Last year, Armstrong began working with Colorado Governor Bill Ritter to bring international pro-cycling back to Colorado. “Lance and I were committed to bringing this stage race to fruition in 2011, and today’s announcement is a great victory for Colorado and the sport of cycling,” said Ritter.

Armstrong will be a partner in the Quiznos Pro Challenge, helping plan and execute the race. Full details regarding his role will be announced in the coming weeks.

“I’m very excited about the Quiznos Pro Challenge set for August 2011,” said Armstrong. “What started out as a ‘daydream’ of mine on a long ride outside of Aspen will now become a reality. This race, although new, is already rich in history as is Colorado’s storied cycling background – a perfect way to honor our past champions and highlight our future ones.”

The world’s top professional cyclists and teams are expected to compete, including several North American teams. The seven-day race will likely include a mix of mountainous, sprint and downtown stages, highlighting the beauty of Colorado and its communities. Current plans would showcase Denver, the Colorado state capital, as either the start or finish location of the event with other host locations announced at a later date.

The Quiznos Pro Challenge will be sanctioned by USA Cycling and the International Cycling Union (UCI). The event will be managed by Medalist Sports.

“The Quiznos Pro Challenge is an exciting opportunity to bring the next generation of cycling to life,” said Quiznos Pro Challenge General Manager Joe Moller. “We are looking at the race as an opportunity to introduce a whole new audience to pro cycling through all the technologies available to us today.”

“The return of a major international stage race to Colorado is wonderful news, not only for the state of Colorado, but also for the continued development of American professional cycling,” said Steve Johnson, Chief Executive Officer, USA Cycling. “We would like to welcome Quiznos into the growing family of American corporations that have embraced our beautiful sport. USA Cycling is looking forward to working with the local organizers, state and community agencies, and sponsors to ensure the success of the inaugural Quiznos Pro Challenge in 2011.”

Additional details regarding the Quiznos Pro Challenge including the host cities, course routes and participating teams will be announced in the coming months. Visit Quiznos.com soon to view the latest news and updates on the event proceedings.

“We always try to stay in front of what most interests our customers. Cycling is representative of the more contemporary American lifestyle and Quiznos customers participate in just this kind of activity,” said Ellen Kramer, Quiznos Chief Communications Officer. “With the creation of the Quiznos Pro Challenge we aim to promote an active lifestyle while bringing an exciting new pro-cycling event to a growing audience of fans in the United States.”

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 mostly 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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