



Quiznos Serves Up Signature Toasty Breakfast Menu in Convenience Locations

New Breakfast Menu Enhances Quiznos' Convenience Store Growth Strategy

Denver—March 15, 2010—Quiznos, one of the nation's premier quick service restaurant (QSR) chains and pioneer of the toasted sandwich, today announced the launch of a new breakfast program, available for its 175 convenience store locations nationwide. The new breakfast menu is part of the company's convenience store growth strategy and ambition to be the premier QSR partner for the convenience store channel.

Shultz Hartgrove, Quiznos' senior vice president of convenience development and 20-year convenience industry veteran, sought input from customers and convenience store partners in strengthening Quiznos' product and partner offering. The new breakfast menu was developed based on consumer and partner feedback, allowing Quiznos chain to be more relevant to customers during a critical convenience store daypart.

"According to a Technomic Breakfast Report, Breakfast is projected to be a \$93 billion business and is absolutely crucial in the 24-hour convenience store environment, as more than 35% of convenience store food business is in breakfast," said Hartgrove. "Our partners told us they needed us to address this daypart and we're doing it with a breakfast menu developed to deliver on the quality, chef-inspired tastes for which Quiznos is known."

The breakfast menu, specifically designed for the convenience store customer and retailer, will feature new product innovations as well as adaptations of existing breakfast items from Quiznos prepared and packaged to eat on the go. Quiznos' new breakfast menu includes:

- Giant Cinnamon Roll – warm and fresh from the oven, infused with flavorful cinnamon and topped with creamy caramel icing
- Country Sausage and Egg Biscuit – Quiznos' premium sausage and egg served on a hot, flaky biscuit
- Breakfast Sammies – a morning twist on Quiznos' signature flatbread sandwiches, featuring Quiznos' premium meats, cheeses and eggs
- Breakfast Subs – Quiznos' quality breakfast meats, cheeses and eggs on hearty, toasted bread

In addition to the new breakfast menu launch, Quiznos initiated several changes to enhance its convenience store offering. Quiznos streamlined its menu and tailored it to the convenience store demographic to enhance speed of service and facilitate greater portability. Further, Quiznos developed an inline platform designed to more seamlessly convert the convenience store operator's existing space and eliminate multiple transactions for customers.

“We’ve never done things traditionally at Quiznos. We’re constantly looking for ways to improve upon the status quo and take a better, stronger approach,” said Rick Schaden, founder and CEO of Quiznos. “In approaching the convenience store channel, it just made sense to deconstruct the traditional model and develop a design, operational procedures and targeted menu that best serves both our convenience store partners and our customer. The strength of our brand combined with the convenience of these nontraditional locations creates a compelling offering for our customers and a significant growth opportunity for our brand.”

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 only premium quality ingredients, Quiznos' more than 4,000 restaurants offer creative, chef-inspired recipes for sandwiches, soups and salads.

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 #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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