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Pro-Cyclists Share Excitement for Inaugural Quiznos Pro Challenge at Interbike Press Conference

Event Logo and Interactive Website Unveiled for 2011 Competition

September 23, 2010, Las Vegas – The international competitive cycling community gathered today at Interbike, the industry’s largest North American trade show, to show their support for the 2011 Quiznos Pro Challenge. The event organizers also unveiled the competition’s official logo and website, which were developed to resonate with both the sport’s core enthusiasts and new fans.

"The Quiznos Pro Challenge will provide a spectacular backdrop in Colorado for a great new professional stage race that will automatically become a major competition on the international calendar," said George Hincapie, three-time U.S. Professional Cycling Champion. "It will be a big goal to win there for me and my teammates."

"We are an American team based in Colorado so we're extremely excited about the Quiznos Pro Challenge," said Ryder Hesjedal, seventh-place finisher at the 2010 Tour de France. "Colorado has some of the best training grounds in North America and the racing is going to be incredible."

Starting today, information pertaining to the Quiznos Pro Challenge will be available to fans at www.quiznosprochallenge.com. The website will host all available race details and feature interactive route maps, stage information and visitor resources surrounding each of the host cities, once defined. The site will also provide links to follow the event via social media networks, such as Twitter and Facebook. Beginning September 24, those who choose the "like" Facebook icon located on the Quiznos Pro Challenge homepage will be entered into a sweepstakes to win one of 100 official Quiznos Pro Challenge jackets.

"Our mission is to create an experience that is unique to the state of Colorado while remaining focused on our goal of building one of the preeminent sporting properties in North America," said Joe Moller, president of the Quiznos Pro Challenge. "The website is just the beginning of our ascent into the digital space for the Quiznos Pro Challenge."

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.