



SUBWAY® Restaurants Team Up With schoolPAX®

Consumers can earn money for their community schools by eating at SUBWAY® Restaurants

August 2008—MILFORD, Conn.—([BUSINESS WIRE](#))—The SUBWAY® restaurants chain, which has long been committed to promoting better-for-you eating among children and adults, announced their partnership with schoolPAX®, a school fundraising program.

Through schoolPAX®, each time families dine at SUBWAY® restaurants and pay with their registered SUBWAY® Card, the school of their choice is eligible to earn cash back towards programs where money is needed most, whether it's for new computers for the lab, innovative curriculum or updated gym equipment. The SUBWAY® Card, is a prepaid card that can be purchased in any amount between \$5 and \$100 at participating SUBWAY® restaurants locations.

Consumers simply purchase a SUBWAY® Card, choose a school they would like to contribute to and register the card online. Each time a consumer uses their registered card, SUBWAY® restaurants offers the card users' school a contribution. By tapping into the everyday shopping habits of school parents across the nation, schoolPAX® has made it simple to generate dollars for schools and fund programs that benefit children's education.

"This partnership is a great fit for SUBWAY® restaurants since schoolPAX® provides consumers with a simple, easy way to raise funds for schools and SUBWAY® provides consumers with a simple, easy way to eat fresh," said Tony Pace, SUBWAY Franchisee Advertising Fund Trust, Chief Marketing Officer. "As an active brand, we are helping to provide busy American families with the ability to address two very important issues in daily life – nutrition and education. By eating fresh at SUBWAY® restaurants, they are also helping better their children's schooling."

"SUBWAY® restaurants are a perfect fit with schoolPAX®. SUBWAY® School Rewards combines the hard work and dedication of both business owners and educators to help build a better future for their children and communities," said Alex DeMeo, CEO, Loyalty Exchange Partners, LLC.

For more information on the partnership please visit: <http://www.mySUBWAYcard.com>.

About SUBWAY® Restaurants

Headquartered in Milford, Connecticut, and with more than 29,500 locations in 87 countries, the SUBWAY® restaurant chain is the world's largest submarine sandwich franchise. The SUBWAY® restaurant chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership, which continues today, marked the beginning of a remarkable journey – one that made it possible for thousands of individuals to build and succeed in their own business. The SUBWAY® brand has been honored as the number one franchise opportunity in Entrepreneur magazine's "Annual Franchise 500®" listing for 15 of the past 21 years, and was ranked as "America's Top Global Franchise" for 2008.

For more information about the SUBWAY® chain, visit www.subway.com.

SUBWAY® is a registered trademark of Doctor's Associates Inc.

About Loyalty eXchange Partners, LLC (LXP)

LXP's market-proven "Trusted Source Marketing" (TSM) channels, powered by its unique Loyalty eXchange Platform, are re-defining mass marketing. LXP systems engender strong brand loyalty and revenue growth for marketers – driven by consumer feelings for the communities, causes and organizations they care about and the influence of the "Trusted Sources" who are their stewards. LXP's impression delivery, customer acquisition-retention and ROI results set new mass marketing benchmarks that are measurable and extensible. In-depth Trusted Source market intelligence lets businesses plan, customize and optimize multi-channel distribution of their marketing messages and offers, while Trusted Sources gain sizable, repeatable revenues that complement existing programs. For more information visit the Loyalty eXchange Partners Web site, www.LoyaltyXP.com.

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