

MEDIA CONTACTS

Elly Spinweber, PHA

202.841.9001

news@ahealthieramerica.org

Cindy Carrasquilla, SUBWAY®

646.645.9056

Carrasquilla_c@subway.com**SUBWAY® RESTAURANTS ANSWERS FIRST LADY MICHELLE OBAMA'S CALL TO MARKET HEALTHIER CHOICES TO KIDS**

The chain commits to its largest marketing effort to date to get kids to pile on the veggies; announces the standards it commits to meet in all marketing to kids and in children's meals

WASHINGTON DC—First Lady Michelle Obama today announced that SUBWAY® restaurants joined the Partnership for a Healthier America (PHA) in a three-year commitment to promote healthier choices to kids, including launching its largest kid-targeted marketing effort to date. As part of its commitment, the SUBWAY® restaurant chain will launch a series of new and fun campaigns aimed at increasing fruit and vegetable consumption in children; set and implement new marketing standards to kids; and strengthen its already-nutritious children's menu offerings.

The commitment follows the first-ever White House convening on food marketing to children this fall, during which Mrs. Obama called on the private sector to leverage the power of marketing to promote healthier products and decrease the marketing of unhealthy products to kids.

The SUBWAY® restaurant chain is the first and only quick service chain to join PHA, which works with the private sector and Mrs. Obama – PHA's honorary chair – to broker meaningful commitments to help end the childhood obesity epidemic.

As part of its commitment, the SUBWAY® restaurant chain will only offer items on its kids menu that meet strict nutritional guidelines informed by federal standards for the national school lunch program, including offering apples as a side and low-fat or non-fat milk or water as a default beverage. Additionally, the chain will deliver \$41 million in media value in the next three years to market healthier options to children and families, with a specific focus on increasing consumption of fruits and vegetables. This is the brand's largest kid-focused marketing campaign to date, and includes general marketing, in-store merchandising, television, social and digital media and public relations. Training materials will teach Sandwich Artists to encourage kids to choose apples, and in-store merchandising and marketing will focus on these healthy options.

"SUBWAY's commitment today builds on the brand's already strong track record of offering healthier choices to kids, for which it has been lauded by families and health advocates alike," said PHA Board Chair James R. Gavin, III, MD, PhD. "The new and

significant investment it is making today will not only help make fruits and vegetables fun for kids, it will also offer busy moms and dads easy, healthy choices for their families when they're on the go.”

“Ending childhood obesity is a cause that has been near and dear to SUBWAY® since we introduced the Fresh Fit for Kids Meals in 2007,” said Suzanne Greco, vice president of R&D and Operations for the SUBWAY® brand. “With this partnership with PHA, we will now reach millions of kids as part of a healthier eating education campaign, making it our largest outreach campaign to date. From a sign on each restaurant’s door that says ‘Playtime Powered by Veggies’ to a video collaboration with Disney’s The Muppets, we will build upon our ongoing efforts to create even better choices for families. We hold ourselves to the highest standards in the industry when it comes to speaking to children and their families. Now we are letting everyone else know what that standard is.”

Specifically, during each of the next three years, the SUBWAY® brand will:

- Offer on the SUBWAY® menu only kids’ meals that are Fresh Fit for Kids™ meals and meet the following profiles¹:
 - Nutrient Profile – less than or equal to 600 calories, including no artificial trans fat, less than 10% of calories from saturated fat and less than 935 mg of sodium, in line with federal children’s meal standards.
 - Food Profile – all meals provide ½ cup fruit equivalent; and ¾ cup vegetable equivalent; low-fat or nonfat milk² (or dairy equivalent) or water³ as the default beverage. In addition, the SUBWAY® brand will work with PHA to develop bread options that meet dietary guidance.
 - Affordability Profile – the brand will recommend its franchisees price Fresh Fit for Kids™ meals less than or equal to all items sold individually.
- Assist the selection of fruit with Fresh Fit for Kids™ meals by:
 - Providing training for staff to prompt taking of apples from cooler
 - Placing messaging on/in Fresh Fit for Kids™ meal bag that promotes fruit selection.
- Implement policy with regard to marketing to children, such that any advertising on children’s programming or targeting children meets the profiles set above.
- Deliver \$41 million in media value over the next three years in marketing and advertising specifically targeted to children to encourage healthy eating, fruits

¹Theses profiles are not intended to restrict parents from requesting and receiving changes to any meal that they order for their children.

² Low-fat (1%) and nonfat milk and soy beverages (calcium and vitamin D fortified); Flavored milk is not recommended, but if flavored milk is offered, it should have no more than 130 calories per 8 oz. without any artificial color, flavor or sweeteners.

³ Water has no nutritive or nonnutritive sweeteners, no artificial flavors, no preservatives, no dyes, no stimulants or depressants, no calories. Carbonation is permitted.

and vegetables. This includes general marketing, in-store merchandising, television, social and digital media and all public relations.

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow PHA on Twitter @PHAnews.

Headquartered in Milford, Connecticut, **SUBWAY® Restaurants** is the world's largest restaurant chain with more than 40,000 locations in 100 countries. Co-founded by Fred DeLuca and Dr. Peter Buck in 1965, their partnership marked the beginning of a remarkable journey and paved the way for thousands of entrepreneurs to build and succeed in operating their own business. Long-time leaders in offering consumers nutritional options on-the-go, the brand became the first quick service restaurant in 2012 to meet the American Heart Association's Heart-Check Meal Certification Program nutritional criteria. With a robust social community of over 25 million, SUBWAY engages daily with consumers from around the world. For more information, visit <http://www.subway.com>, like us on [Facebook.com/subway](https://www.facebook.com/subway) and follow us on twitter.com/subway. SUBWAY® is a registered trademark of Doctor's Associates Inc.

###

EMBARGOED