

# News Release



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## AMTRAK WELCOMES SUBWAY® RESTAURANTS AS NATIONAL TRAIN DAY PREMIER SPONSOR Restaurant chain rolls out new breakfast menu

WASHINGTON – SUBWAY® Restaurants are joining Amtrak to celebrate the importance of trains as the premier sponsor of the third annual National Train Day on May 8, 2010. SUBWAY® will brand the *Northeast Regional*, *Hiawatha* and *Pacific Surfliner* trains with vibrant imagery of the restaurant's new breakfast sandwiches and National Train Day. SUBWAY® branded Amtrak trains will run from April 23 to May 21 and cover the northeastern states, Chicago to Milwaukee and Los Angeles to San Diego routes.

“National Train Day celebrates the train’s impact on our country and the event’s continued popularity shows our nation’s support and love for trains,” said Emmett H. Fremaux, Amtrak vice president, marketing and product management. “In its third year, the impact of National Train Day on Americans is demonstrated by SUBWAY, an internationally popular restaurant chain and promoter of healthy lifestyles, joining the momentum as premier sponsor.”

SUBWAY® Restaurants will have a presence at each National Train Day signature event in Washington, D.C., Philadelphia, Chicago and Los Angeles.

“Subway is pleased to partner with Amtrak and the National Train Day celebration,” said Tony Pace, Chief Marketing Officer of the Subway Franchisee Advertising Fund Trust. “Breakfast at Subway provides busy consumers with healthier, on-the-go meal options. And we expect people will see the Subway branded trains and help us spread the news that Subway now has breakfast!”

National Train Day commemorates the 141<sup>st</sup> anniversary of the first transcontinental railroad’s inception by bringing to life the rich narrative of how trains transformed America. As part of National Train Day, each signature event will feature live entertainment, interactive and educational exhibits, kids’ entertainment, model train displays and tours of notable private railroad cars, Amtrak equipment, freight and commuter trains.

For more information about National Train Day, visit [www.nationaltrainday.com](http://www.nationaltrainday.com).

### **About Amtrak**

As the nation's intercity passenger rail operator, Amtrak connects America in safer, greener and healthier ways. Last fiscal year (FY 2009), the railroad carried 27.2 million passengers, making it the second-best year in the company's history. With 21,000 route miles in 46 states, the District of Columbia and three Canadian provinces, Amtrak operates more than 300 trains each day—at speeds up to 150 mph (241 kph)—to more than 500 destinations. Amtrak also is the partner of choice for state-supported corridor services in 15 states and for several commuter rail agencies. Visit [Amtrak.com](http://Amtrak.com) or call 800-USA-RAIL for schedules, fares and more information.

### **About SUBWAY**

The SUBWAY<sup>®</sup> restaurant chain is the world's largest submarine sandwich franchise, with more than 32,000 locations in 91 countries. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami, and Singapore, the SUBWAY<sup>®</sup> chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. The SUBWAY<sup>®</sup> brand was ranked the number one Franchise Opportunity and the number one Global Franchise Opportunity in the 2010 edition of *Entrepreneur* magazine's 'Annual Franchise 500' survey, an honor that the SUBWAY<sup>®</sup> chain has received 17 times in the past 23 years.