



Subway® Co-Founder Inducted Into Franchise Hall Of Fame

Milford, CT, March 14, 2005 --(PR.com)-- SUBWAY® [restaurant chain](#) President and Co- Founder Fred DeLuca was bestowed the International Franchise Association's (IFA) highest honor at its 45th Annual Convention in Hollywood, Florida, when he was inducted into the organization's Hall of Fame.

The IFA, which has members that operate in more than 75 industries and 100 countries, is the world's oldest and largest organization representing the franchising industry.

“I share this honor with our franchisees around the world,” Fred said. “SUBWAY's success is truly a team effort. It really goes to show that anything can be accomplished when a great team works together.”

Fred's success story began 40 years ago.

<http://www.subway.com/subwayroot/AboutSubway/timeline.aspx>

As an enterprising 17-year-old, Fred sought advice from family friend, Dr. Peter Buck on how he could earn enough money to pay for college tuition. Dr. Buck suggested they open a submarine sandwich shop. On Aug. 28, 1965, “Pete's Super Submarines” opened for business in Bridgeport, Conn. In 1974, the pair decided to begin franchising the concept, making it possible for thousands of individuals to build and succeed in their own business. Today, the SUBWAY® chain has more than 22,800 locations in 81 countries.

Pursuing a hands-on management, marketing and growth philosophy, it's not unusual for Fred to visit SUBWAY® restaurants throughout the globe, talking to franchisees and Sandwich Artists about restaurant operations, food quality, standards and customer service.

Fred is the co-author of the book “Start Small, Finish Big” which offers inspirational and motivational examples of fellow entrepreneurs who have harnessed their vision, ideas, resources and the will to excel. In 1998, he established the Frederick A. DeLuca Foundation to benefit not-for-profit organizations to give others a chance to help themselves.

The SUBWAY® restaurant chain, celebrating its 40th anniversary this year, is the second largest fast-food chain in the world. In 2002, the SUBWAY® chain surpassed McDonald's in number of locations in the United States, Canada and most recently, Australia. Headquartered in Milford, Connecticut, the chain has regional offices in Amsterdam, Beirut, Brisbane, Miami and Singapore.

This year, the SUBWAY® brand was ranked the number one franchise opportunity in Entrepreneur magazine's 2005 Franchise 500 listing. This marks the 13th time in 17 years that the chain has achieved this honor. For more information about the SUBWAY® chain, visit www.subway.com.

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Editor's Note: View and download photographs of Fred being honored at the IFA convention at IFA's Web site, www.franchise.org. Select News to reach the Photo Gallery.

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