



Tom Coba Hired as Senior Director of Operations for Subway® Restaurant Chain

Milford, CT, February 02, 2005 --(PR.com)-- SUBWAY® restaurants' President and Co-founder Fred DeLuca announced today that Tom Coba, who recently served as Vice President of Allied Domecq, was hired to serve as the chain's Senior Director of Operations.

In his new position, Tom will focus on building restaurant sales, franchisee and development agent profitability and improving brand strength, both domestically and internationally. Tom will have worldwide responsibility for Operations, Training, Retail Technology, Equipment and Décor.

Tom has experience in the franchise industry. As a Vice President with Allied Domecq, where he spent 20 years, Tom led various teams in the Quick Service Restaurant division, which included Baskin Robins, Dunkin Donuts and Togos. Tom also served 6 years with McDonalds restaurants as a Director of Operations in the Boston, Massachusetts's area.

Working with the SUBWAY® chain is a return home, as Tom grew up in Connecticut and still has family in the state. Tom and his family have relocated from Massachusetts to Woodbridge, CT.

Tom graduated Tufts University in Medford, MA, and Fairfield Prep in CT.

About SUBWAY® Restaurants

The SUBWAY® restaurant chain, celebrating its 40th anniversary, is the world's largest submarine sandwich franchise, with more than 22,500 locations in 79 countries. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Australia, Lebanon, Miami, Singapore and South Korea, the SUBWAY® chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership 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 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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