



Subway® Restaurants To Feature Mighty Beanz™ Toy Premiums With Its Kids' Pak® Meals

Milford, CT, December 20, 2004 --(PR.com)-- To begin its 40th anniversary year, participating SUBWAY® restaurants in the United States and Canada, the UK, Ireland, Malta, Germany, France, Spain and Latin America, are offering Mighty Beanz™ action toy premiums with its popular Kids' Pak® meals, from January 3rd, 2005 through February 6th, 2005, available while supplies last.

Mighty Beanz™ are cool, collectible characters modeled after Mexican jumping beans, which move in a unique, fun way. In 2002, Australia was the first market to launch Mighty Beanz™, with America jumping aboard the beanz bandwagon during the summer of 2003. More than 68 million individual Mighty Beanz™ have been purchased worldwide.

The SUBWAY® Kids' Pak® toys will be an exclusive edition of Mighty Beanz™ characters, Each portrays a bean participating in a physical activity such as spinning, flying and flipping, encouraging kids to stay active. Four action-themed Mighty Beanz™ toys reflect the SUBWAY® restaurant chain's commitment to help children “Eat Fresh. Have Fun. Get Fit™” with jolly playtime premiums:

- “Mighty Copter” - Pull on the string and the copter wheel soars sky-high.
- “Mighty Flipper” - Kids launch a space-suited Beanz into the air.
- “Mighty Glider” - Watch a brave Beanz hang on to a flying mini-hang-glider.
- “Mighty Spinner” - This Beanz tumbles end over end, up and down a handheld ramp.

A safety-designed, colorful “Butterfly” rattle toy from Kids II is also offered, intended for children 18 months and older.

Both youngsters and their parents will enjoy each Kids' Pak® meal choice, which includes a freshly made deli-style sandwich, a Fruit Roll-ups® fruit snack, a Minute Maid® 100% Juice box, and a Mighty Beanz™ toy.

“We are extremely excited to be partnering with SUBWAY® restaurants to bring Mighty Beanz™ to Kids' Pak® meals,” said Harold Chizick, Vice President Promotional Marketing, Spin Master Ltd. “Kids will have a blast with the new characters that portray the beanz doing sports they love.”

“The popularity of each Mighty Beanz™ toy series continues to grow,” said Brad Saunders, Marketing Manager for the Subway Franchise Advertising Fund Trust, “making them the ideal partner to a nutritious Kids' Pak® meal.”

Kids' Pak® promotions are supported on the Internet at www.subwaykids.com, and through nationally produced point-of-purchase materials. The web site can act as a resource to help parents manage their children's diet and exercise routines. Web surfers can “Ask Jared Fogle” about his weight loss achievements, and how fun exercises can be made part of their everyday activity.



Ryan Partnership, Westport, Conn., is the agency in charge of POP material. b.little + Co., New York, is responsible for toy premium production.

About Spin Master Ltd.

Spin Master Ltd. is a multi-category children's entertainment company that, since 1994, has been designing, developing, manufacturing and marketing toys for children around the world. Spin Master is ranked among the top 10 North American toy manufacturers and is a dominant leader in the children's entertainment industry. Spin Master is comprised of such best-selling brands as Air Hogs®™, Aquadoodle™, Bella Dancerella™, Bounce 'Round™, Catch-A-Bubble™, Hershey's™ S'mores Maker, Icee™ Maker, Mighty Beanz™, egenerator™, and The Wiggles® a registered trademark of The Wiggles Touring Pty Ltd. Spin Master employs over 200 people with offices in Toronto, New York, Hong Kong and France. For more information, please visit www.spinmaster.com

About SUBWAY® Restaurants

The SUBWAY® chain is the world's largest submarine sandwich franchise, with more than 22,400 restaurants in 79 countries, surpassing McDonald's® in the number of United States and Canada locations. Headquartered in Milford, Connecticut, the SUBWAY® restaurant chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965.

Once again, the SUBWAY® chain has been named the number one franchise opportunity in all categories by Entrepreneur magazine, in its "Annual Franchise 500" ranking for 2005 - for the 13th time in 17 years!

Visit www.subway.com to learn more about the SUBWAY® restaurant chain - and for great games and fun activities, go to www.subwaykids.com.

SUBWAY® and Kids' Pak® are registered trademarks of Doctor's Associates Inc.

Contact Information:

SUBWAY® Restaurants
Les Winograd
(203) 877-4281 Ext. 1683
winograd_l@subway.com

Spin Master Ltd.
Jodie Hamilton
(416) 364-6002 Ext. 277
jodieh@spinmaster.com

###



Contact Information:

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/1116>

News Image:

