



Subway® Restaurants Now Feature Peanuts® Kids' Pak® Promotion

Milford, CT, November 17, 2004 --(PR.com)-- The SUBWAY® restaurant chain introduces its Peanuts® Kids' Pak® toy promotion from now through December 26th (Boxing Day) 2004. Characters from one of the world's most familiar and beloved comic strips - Peanuts® by cartoonist Charles M. Schulz - are featured prominently in the SUBWAY® restaurant chain's Kids' Pak® meal toy promotion, available at participating restaurants located throughout the United States, Canada, Australia and New Zealand.

Charlie Brown, Lucy, and Snoopy the beagle are the inspiration for four sports-themed toys encouraging activity, demonstrating the SUBWAY® restaurant chain's commitment to helping kids “Eat Fresh. Have Fun. Get Fit™” by motivating them to step outside and play. These newest Kids' Pak® toys include:

- A “Kick a Goal Snoopy” mini-soccer ball.
- “Punting Peanuts” - a Lucy and Charlie Brown football with a matching kicking tee.
- The “Home Run Charlie Brown” bat and ball set.
- “Slam Dunk Snoopy” - A mini-basketball and hoop combo.
- Kids II “Giggle Rattle” (safety-designed for children 18 months and older).

This fall, children and their parents will remember that “Happiness is Getting a Free Peanuts® Toy” with their favorite Kids' Pak® selection, which includes a freshly made deli-style sandwich of their choice, a Fruit Roll-ups® fruit snack, a Minute Maid® 100% Juice box, and a cool, collectible Peanuts® toy (while supplies last).

For more than 50 years, Peanuts® has focused on the anxieties and joys of childhood as expressed by children who often seem wise beyond their years. Among them are the lovable Charlie Brown, fussy Lucy, and Charlie Brown's fantasy-loving dog, Snoopy. In the US, the ABC-TV network will be airing the complete collection of Peanuts® holiday specials through the end of 2004, which will keep these classic characters top-of-mind with SUBWAY® customers.

The current promotion will be supported on the Internet at www.subwaykids.com, and through nationally produced point-of-purchase materials. The web site also presents a resource for parents striving to manage their children's diet and exercise levels. Parents and children can “Ask Jared Fogle” about how he achieved his weight loss, and how fun exercises can be integrated into their everyday activity.

Ryan Partnership, Westport, Conn., is the agency in charge of POP material, with Johnson Grossfield, Inc. of Minneapolis, Minn., responsible for toy premium production.

Peanuts® is licensed and syndicated by United Media (UM), a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently signed the new PBS kid series, *Jakers! The Adventures of Piggley Winks*, the MTA (New York Metropolitan Transportation Authority), and the popular cable channel, Food Network. United Media licenses and/or syndicates other properties, including Precious Moments, Copyrights at United Media



(The World of Beatrix Potter, Paddington Bear, etc.), Arthur, Raggedy Ann & Andy, and Dilbert. United Media is an E.W. Scripps Company.

The SUBWAY® chain is the world's largest submarine sandwich franchise, with more than 22,000 locations in 77 countries, surpassing McDonald's® in the number of United States and Canada locations. Headquartered in Milford, Connecticut, SUBWAY® Restaurants was co-founded by Fred DeLuca and Dr. Peter Buck in 1965.

The SUBWAY® chain has been named the number one franchise opportunity in all categories by Entrepreneur magazine in its Annual Franchise 500® ranking for 2004 - for the 12th time in 16 years!

To learn more about the SUBWAY® restaurant chain, visit www.subway.com. For great games and fun activities, go to www.subwaykids.com.

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

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