

BLIMPIE

America's Sub Shop™

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BLIMPIE® UNVEILS NEW NATIONAL RESTAURANT REDESIGN

Franchisees realize cost-saving benefits of new design

SCOTTSDALE, Ariz. (Jan. 20, 2010) – [Blimpie®](#), America's Sub Shop®, unveils a new restaurant design that melds the past with the future by incorporating classic, contemporary Americana design concepts.

The restyled Blimpie has a functional, friendly Mid Century Modern inspired atmosphere dedicated to delivering delicious, quality food. This redesign features a natural looking décor and architectural elements, including warm lighting and iconic photography displayed on the walls. The vision was developed by Blimpie's design partner 602 Design with Mid Century Modern design cues taken from Charles and Ray Eames works.

Established in 1964, it's more than fitting that the new Blimpie look is reminiscent of this well recognized period in architectural history. The redesigned Blimpie stores will feature a subtle color palette, light-stained tables and chairs with splashes of bright colored hues throughout. The classic photography will feature the fabric of everyday American lives, from musical instruments and cars to clothing styles, surfing and more. Natural design elements, such as steel and wood, are integrated into the intrinsic nature of the design itself.

"This innovative design gives Blimpie a revamped look, one that exemplifies the brands bright future and being America's sub shop," said Kate Unger, vice president of marketing for Blimpie. "The design radiates simple and modern style elements that will provide customers with a relaxed, inviting eating environment. Since the 1960's we've been a part of America's culture. Our photography and elements in-store showcase all of the moments we've been a part of with our customers."

While customers will notice a clean-lined, vibrant and modern design, franchisees and staff will appreciate the easy upkeep and low maintenance duties associated with the new look. In addition, the new design is budget conscious, saving future Blimpie franchisees between \$25,000 and \$75,000 in build-out costs. Cutting the cost of the build-out is in line with the company's goal of supporting the future of the franchise system by providing efficiencies in any type of economy. Existing franchise

units have the option to retrofit their locations with portions of or all of the new design elements.

As Blimpie continues to expand the iconic brand, this redesign will further strengthen the company's future and reinforce the goal of providing customers with fresh-sliced deli quality subs along with soups and salads. The new look also differentiates the brand from other national sub chains bringing to life the rich history behind the original concept opened over 45 years ago in Hoboken, NJ. The first Blimpie location featuring the new look opened on Nov. 6 in Happy Valley, Ariz., locations in Illinois, Florida and New Jersey have signed on to receive various levels of upgrades. It's estimated an additional 12 stores boasting the new design will open in the coming year.

About Blimpie:

Headquartered in Scottsdale, Ariz., [Blimpie](#) serves freshly-sliced, deli style sandwiches made with quality ingredients along with delicious soups and salads. Founded in 1964, Blimpie has grown to nearly 1,100 franchised restaurants across the U.S. In 2006, Blimpie became part of [Kahala](#), one of the fastest growing franchising companies in the world with a portfolio of 12 quick service restaurant brands. For more information about Blimpie visit www.blimpie.com.

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