

BLIMPIE

America's Sub Shop

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Blimpie, America's Sub Shop, Celebrates its 45th Year

Sandwiches steeped in history served up in stores across the country

SCOTTSDALE, Ariz. (April 1, 2009) – Blimpie sub shops are best known for serving-up freshly sliced deli meats, cheeses, lettuce and tomatoes piled high on freshly baked breads at an affordable price. But on April 4, as Blimpie celebrates its 45th anniversary, many people still don't know the rich history behind this beloved American sub shop.

The story is an American dream; in 1964, three New Jersey friends who had known each other since high school were determined to go into business for themselves. Fueled by this entrepreneurial spirit and inspired by a hearty sandwich known as the submarine, Tony Conza, Peter DeCarlo and Angelo Baldassare opened the first Blimpie sub shop 45 years ago in Hoboken, NJ.

Most surprising is how this historic American sub shop, Blimpie, got its name. The answer is really rather simple; when the three New Jersey friends were trying to decide on a name for their business they didn't want to use traditional terms like hoagie or submarine. Equipped with a standard dictionary they began flipping through the pages and found the word "blimp" along with an image of a flying blimp. The men thought the image of the blimp mimicked the shape of the bread they were using to build their sandwiches – thus the name Blimpie was established.

"I love telling the Blimpie story, mainly because many people don't realize how long we've been around or even where the name comes from," said Blimpie Founder Tony Conza. "Over the past few years I've seen Blimpie making many changes for the better, including new menu items and décor enhancements, which give the brand a fresh look. And I'm also pleased to see that, at the core, Blimpie continues to offer great value and quality especially in this economic climate."

Thanks to the freshness and quality of the subs, and spurred by a passion to succeed, the first shop in Hoboken did well for itself and the opportunity to begin franchising and expanding the concept became evident. Just one year later the team sold its first sub shop to a friend in Western New York and thus the franchising momentum took off.

The same business philosophy of providing quality food at an affordable price still guides the business model today. There are nearly 1,100 Blimpie locations across the country owned and operated by driven entrepreneurs with the same passion to succeed that Peter, Tony and Angelo had 45 years ago. For a more detailed look at Blimpie's history visit, http://www.blimpie.com/about/the_blimpie_story.html. To become a Blimpie franchisee visit, http://www.blimpie.com/own_a_store/own_a_store.html.

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 the Kahala Corp, a leading brand-building franchisor with a portfolio of 12 restaurant brands. For more information about Blimpie visit www.blimpie.com.

*Parts of the company history are paraphrased from Success: It's A Beautiful Thing, Lessons On Life And Business From The Founder Of Blimpie International © 2000 by Tony Conza.

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