

BLIMPIE

America's Sub Shop™

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BLIMPIE® AWARDS FIRST SCHOLARSHIP TO BOISE STATE STUDENT

Boise, Idaho (Sept. 10, 2009) – A Boise State University freshman is the recipient of Blimpie's®, America's Sub Shop™, first annual *Randy G. Pirotin Educational Scholarship*. Michelle Keen, an incoming graphic design student at the local university, was awarded the \$5,000 scholarship in August 2009.

The Pirotin Educational Scholarship was created in honor of Blimpie Area Developer Randy G. Pirotin who passed away in the summer of 2008 after a courageous battle with cancer. Pirotin believed in living life with the highest ethical standards, hard work and passion. Pirotin's passion for the Blimpie brand created himself a family amongst the brand's Area Developers, franchisees and employees. In memoriam of Pirotin's life and legacy, Blimpie and the Area Developers for the brand created an educational scholarship in his name, awarding students who exhibit the same enthusiasm, dedication and hard work that Pirotin exuded.

Each summer, starting with 2009, eligible students are encouraged to apply for this prestigious award for the forthcoming academic school year. The scholarship, at the amount of \$5,000, is open to Blimpie employees and the immediate family members of Blimpie Area Developers and Blimpie franchisees.

"It is our hope that with this scholarship, we can greatly enhance and further the college education of members of the Blimpie family," said Kate Unger, vice president of marketing for Blimpie. "The memory of Randy Pirotin and his great work will live on through this scholarship and through its recipients."

Keen, the daughter of Arthur and Kay Keen, franchisees of a Blimpie in Boise for more than 12 years, was granted this scholarship based upon her excellent scholastic marks, personal ideals and dedication to her community. She graduated from a Cole Valley Christian high school in Meridian in May and hopes to pursue a career in graphic design.

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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