

BLIMPIE

America's Sub Shop

FOR IMMEDIATE RELEASE

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New Blimpie Pretzel Bread and Grilled Subs Just Got Hotter

SCOTTSDALE, Ariz. (May 19, 2009) –Blimpie® America's Sub Shop™ (www.blimpie.com) is introducing new [grilled subs](#) and adding a twist to their selection of 12 freshly baked breads.

Starting May 18, 2009, Blimpie locations nationwide will feature three grilled subs, while being the first national sub shop to offer pretzel bread.

The introduction of Blimpie's new pretzel bread was inspired by a classic snack that is often enjoyed during some of America's favorite pastimes such as carnivals, ball games and festivals. So it seems only fitting that because the pretzel is steeped in American tradition that, Blimpie, America's Sub Shop, would be the first national sub shop to offer this unique bread in restaurants across the country.

"Blimpie is bringing a new twist to the traditional subs with the craveable pretzel bread," said Kate Unger, vice president of marketing for Blimpie. "Customers will love this classic American taste combined with our freshly sliced meats and vegetables."

Along with the new bread come two new Blimpie subs, the Turkey Bacon Cheddar on grilled pretzel bread and the Buffalo Chicken & Pepperoni on grilled Ciabatta. And in the spirit of keeping things hot, Blimpie is also highlighting a customer favorite, the French Dip on grilled Ciabatta.

- **Turkey Bacon Cheddar** - freshly sliced turkey, bacon, cheddar cheese, spicy mustard and tomato grilled between the uniquely delicious pretzel bread
- **Buffalo Chicken & Pepperoni** - freshly sliced buffalo chicken, pepperoni, provolone, sliced onion, finished with peppercorn dressing between grilled Ciabatta bread
- **French Dip** - freshly sliced roast beef and Swiss cheese grilled between Ciabatta bread and served with a side of Au Jus

At Blimpie, guests have the opportunity to customize a sub to their own desire. They can try any of their [favorite subs](#) on the new pretzel bread, from the Blimpie Best to

the Ultimate Club and every sub in between. Also, customers can always create their own original sub by mixing and matching Blimpie's freshly sliced meats and cheeses, crisp vegetables and various sauces.

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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