



GENERAL TALKING POINTS

- Blimpie®, America's Sub Shop®, has served sub sandwiches made with fresh sliced meats, cheeses and fresh veggies for over 50 years.
- Three friends with an entrepreneurial spirit opened the first Blimpie location in Hoboken, N.J. in 1964.
- The inspiration behind the sandwich shop's name came while flipping through a dictionary. The friends stumbled upon the word "blimp," its characteristic shape reminding them of their beloved sandwich, and the "Blimpie" name was born.
- In 2006, Blimpie became part of Kahala, one of the fastest growing franchising companies in the world headquartered in Scottsdale, Ariz., with a portfolio of 15 quick-service restaurant brands.
- Blimpie is America's oldest, continually operating sub sandwich chain. With five decades of history and locations worldwide, the Blimpie brand grows with the strength of its past propelling it forward.