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FRESHNESS TO START IN THE DINING ROOM AT MAIMI SUBS PIZZA AND GRILL

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Leading Fast Casual Restaurant Chain Joins SafeHands® Program to Help Prevent the Spread of Germs

Ft. Lauderdale, Fla. – Oct. 15, 2009 – Miami Subs Pizza & Grill’s slogan has always been “real food made fresh.” But the originator of the fast casual restaurant concept, is now taking that commitment a step further with the introduction of SafeHands® proprietary, alcohol-free instant hand sanitizers in all of its restaurants. According to Ervin Hernandez, local store marketing manager, a SafeHands® floor dispenser will be located in the dining room of every Miami Subs Pizza and Grill.

“Obviously we are concerned about the health and well being of all of our customers especially at a time when we are all confronted with the threat of swine flu, MRSA and other communicable diseases,” said Hernandez. “We researched a variety of systems and found SafeHands® alcohol-free products the finest on the market in helping to stop the spread of germs without the harshness of alcohol.”

SafeHands® is an alcohol-free instant hand sanitizer with moisturizer for multiple daily use. SafeHands® kills germs without stripping away the skin’s natural oils so it never leaves the skin dry. Their proprietary formula uses an FDA approved germ-killing agent that has been scientifically tested and proven to be superior to alcohol-based products in germ killing, non-drying, skin smoothing and non-flammability. SafeHands® has presented scientific data that shows that the frequency and use of alcohol-based hand sanitizers actually has an inverse relationship with germ kill and contamination.

Hernandez said Miami Subs Pizza and Grill customers should look for the stand with “Pete”, their mascot, when they enter any restaurant and “sanitize” before they enjoy the chain’s great food offerings.

For more information on *The New Miami Subs Pizza & Grill* go to www.miamisubs.com or call Ervin Hernandez at 954 973 0000

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About *The New Miami Subs Pizza & Grill*

The New Miami Subs Pizza and Grill Mission is to enhance and help secure franchisee wealth by employing dedicated professionals along with contemporary technology to communicate valuable information, reliable advice, and innovative, creative marketing programs, enabling impeccable and profitable execution of every aspect of business. The number one priority will always be the success of its franchisees and the satisfaction of its customers through our policy of good food made fresh guaranteed!