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**SIX LOCATIONS RACE TO BE THE FIRST “NEW” MIAMI SUBS PIZZA & GRILL LOCATION**

**New Franchise Locations Scheduled to Open in New York, South Carolina and Florida**

**Ft Lauderdale, Fla. – Nov. 19, 2008** – A year and a half after acquiring the Miami Subs restaurant chain from Nathan’s Famous Inc., Miami Subs Corporation has taken flight on the fast track of expansion both domestically and internationally. Since the acquisition in May ’07 many new initiatives have begun taking shape including changing their name to Miami Subs Pizza & Grill while introducing a complete line of specialty Signature Pizzas, home delivery through a one number order processing center and an online ordering system. Six new franchised locations will be opening in the immediate future: three in New York, two in South Florida and one in Duncan, South Carolina. All six new stores are scheduled to open within weeks of each other.

The New York locations are part of a five-year, 100-store Master Area Development Agreement which was inked in June 08. The New York group’s first locations are to open in Yonkers, Queens, and Freeport Long Island. This same group has confirmed that they have sold and are ready to build an additional six restaurants in New York within the next 120 days.

As part of their expansion program Miami Subs Pizza & Grill has opened a new unit in the Cayman Islands and most recently in Turkey. In addition there are two stores currently under construction in Romania.

“When we first took control of the company our initial goal was to evaluate the legacy stores and begin the process of remodeling and updating the restaurant units as well as our menu,” said Fraser Austin, Miami Subs Pizza and Grill VP for Marketing & Operations. “With that project successfully underway we invoked our long-term goal of establishing 500 stores in five years.”

“We’ve developed a new store design that we feel will be more attractive to today’s fast casual consumer,” said Rich Rudner, Director of Communications. “However we made certain that we preserved many of the elements attributed to the classic Miami Subs Pizza & Grill that has made it the viable and recognizable brand for nearly 20 years.”

Miami Subs Pizza and Grill, as its name implies, not only introduced an entire line of specialty Signature Pizzas to its menu but a comprehensive Home & Office delivery system through a one number central order processing system as well as online ordering for all participating stores in North America.

(more)

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“We’ve just started our roll-out of Pizza which will encompass almost all of our South Florida locations within the next 5 weeks,” said Marty Theriac, Director of Pizza Operations. “We use nothing but the finest ingredients which is what will set us apart from our competition. We’re confident our customers will be extremely pleased with the quality and most of all, the taste of our Signature Pizza offerings.”

When fully operational the only thing that a Miami Subs Pizza and Grill customer will need to know to order pizza or any of our menu offerings including our famous Philly Cheese Steaks & Gyro Platters is the song jingle bells; sing it to remember the toll free ordering number 888-888-36-08.

“We’re quite pleased that our business has remained steady in such a difficult economy,” stressed Fraser Austin. “We believe a Miami Subs Pizza & Grill franchise is an outstanding opportunity for anyone looking to build a successful business using a blueprint for success which has been 20 years in the making. What’s particularly gratifying is the reaction we’ve had from potential franchisees. We have been receiving unsolicited calls from all around the world inquiring about the franchise rights for entire countries. It’s clear that the word is out that that the new ownership of the *New Miami Subs Pizza & Grill* is committed to growing the chain and is taking all the right steps to become a major player in the QSR/Fast Casual Segments of the Market.”

For more information on *The New Miami Subs Pizza & Grill* go to [www.miamisubs.com](http://www.miamisubs.com)

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### **About *The New Miami Subs Pizza & Grill***

Our 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 #1 Priority will always be the success of our Franchisees and the satisfaction of their Customers.