



SUBWAY® RESTAURANTS TO FUEL 400 VOLUNTEERS AT GREENVILLE HOSPITAL SYSTEM USA CYCLING PROFESSIONAL CHAMPIONSHIPS

FOR IMMEDIATE RELEASE

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GREENVILLE, S.C. (August 14, 2008) – SUBWAY® restaurants has been named the official “Fresh Fit Meal” of the 2008 Greenville Hospital System USA Cycling Professional Championships, to be held in Greenville, S.C. August 30-31, 2008. There are 102 restaurants in the Greenville / Spartanburg / Anderson area and all are participating in the sponsorship. SUBWAY will provide a total of 400 meals for volunteers at this year’s event.

“SUBWAY is a natural fit for the championships, with its emphasis on fresh and healthy food. We rely on hundreds of volunteers for the two days of races and charity events, and they need energy just like the professional cyclists. The partnership with SUBWAY is also a great opportunity for the local restaurant operators to promote their new Fresh Fit Meals,” said Chris Aronhalt, Executive Director of the GHS USA Cycling Professional Championships and managing partner of Medalist Sports.

For the focus of its onsite sponsorship activation, SUBWAY will provide 150 meals on Saturday, Aug 30 for volunteers working at the USA Cycling Professional Individual Time Trial Championship. On Sunday, 250 meals will be provided to volunteers working the USA Cycling Professional Road Race Championship. In addition, SUBWAY will provide lunch at the main media center. Other activation includes event signage, hospitality tickets and broadcast advertising spots on the big screen TV that will show race fans at the start/finish lines live action along each race course.

SUBWAY will use the event to promote its new SUBWAY Fresh Fit™ Meals. The adult meal consists of a choice of a 6-inch sub sandwich with six grams of fat or less, Diet Coke®, water or 1% milk, and a choice of apples, raisins or Baked! LAY’S® potato chips. A Kids’ Pak® offers a choice of a low-fat 4-inch mini sub, 1% milk or apple juice, plus a choice of apples or raisins. The new Kids’ Pak® choices, which are based on sensible serving sizes, are low in total fat, saturated fat and cholesterol, and are a good source of essential nutrients such as vitamin C, calcium and iron. The “fit” items will be highlighted on menus with an apple-shaped icon allowing customers to easily identify and order the “better-for-you” options.

ABOUT SUBWAY

Now in its 42nd year, the SUBWAY® restaurant chain is the world's largest submarine sandwich franchise, with nearly 28,500 locations in 86 countries. The SUBWAY® chain is the second largest fast-food chain in the world, surpassing McDonald's® number of locations throughout the United States, Canada, Australia and New Zealand. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami, and Singapore, the SUBWAY® restaurant chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership, which continues today, makes it possible for thousands of individuals to build and succeed in their own business. The SUBWAY® brand is ranked as the No. 1 global franchise opportunity in Entrepreneur magazine's 2008 "Annual Franchise 500®" listing. For more information about the SUBWAY® chain, visit www.subway.com.

ABOUT GREENVILLE HOSPITAL SYSTEM

Established nearly a century ago, Greenville Hospital System University Medical Center (GHS) is a not-for-profit academic health organization committed to medical excellence through research, education, clinical expertise and technological advancement. GHS is accredited by the Joint Commission of Accreditation of Hospital Organizations (JCAHO). With five campuses and 1,268 licensed beds, it is one of the largest not-for-profit healthcare providers in South Carolina. GHS provides comprehensive healthcare through its flagship tertiary referral and education center (Greenville Memorial Hospital), two acute-care and one long-term care hospitals, short-stay surgical hospital, integrated children's and women's hospitals, nationally-recognized cottage-concept nursing home, outpatient facilities, wellness centers, community outreach programs and extensive medical education program that includes 11 residency/fellowship programs. GHS currently offers more than 570 clinical trials, including several first-in-nation cancer-treatment trials. To learn more, go to www.ghs.org.

ABOUT MEDALIST SPORTS

Medalist Sports is a full-service international sports marketing company. Medalist Sports specializes in the planning, promotion and management of multi-day, multi-jurisdiction sports and special events. The Medalist Sports team has experience in all facets of the successful management and promotion of world-class sporting and cycling events in the United States, England, Australia and China. Clients and event experience include the Tour DuPont, Tour de Georgia presented by AT&T, Amgen Tour of California, Tour of Missouri, USA Cycling, Inc. and the Lance Armstrong Foundation's LIVESTRONG Challenge Series. Medalist Sports' headquarters are located south of metro Atlanta at P.O. Box 415, Tyrone, GA 30290. The company website is www.medalistsports.com.

ABOUT PALMETTO PELOTON PROJECT

The Palmetto Peloton Project (P3), based in Greenville, S.C., exists to promote the advancement of cancer research and advocacy efforts locally, regionally and nationally through fundraising cycling events. Through support from local businesses and enthusiastic cyclists, the Palmetto Peloton Project has raised over \$250,000 for cancer research and advocacy since its inception in 2005. In 2007 as part of the Greenville Hospital System USA Cycling Professional Championships, P3 will host the "Stars and Stripes Challenge", recreational cycling and running events to support local cancer research. For more information, visit www.palmettopelotonproject.org.

ABOUT USA CYCLING

Recognized by the United States Olympic Committee and the Union Cycliste Internationale, USA Cycling is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX and cyclo-cross. As a membership-based organization and sanctioning body, USA Cycling consists of 64,000+ members, including 57,000 competitive cyclists, 1,500 coaches, 4,000 student-athletes, 2,200 officials, 350 professional cyclists, and 200 certified mechanics. USA Cycling also sanctions 2,500 competitive and non-competitive organized cycling events throughout the United States annually, as well as 1,800 clubs and teams. Associations of USA Cycling include the United States Cycling Federation (road, track & cyclo-cross), the National Off-Road Bicycle Association (mountain bike), the BMX Association, the National Collegiate Cycling Association and the United States Professional Racing Organization. USA Cycling is also responsible for the identification, development, support and promotion of American cyclists through various athletic initiatives and programs including the USA Cycling National Development Team, the USA Cycling Women's National Team, the USA Cycling Junior Development Team, Talent Identification and Regional Development Camps, domestic and international race calendars, direct athlete funding and support programs, and educational camps and seminars. USA Cycling also fields and supports U.S. National Teams for various international events, including the Olympic Games, World Championships, Pan American Games, Continental Championship and World Cups across all levels and disciplines of competitive cycling. USA cycling further supports grass roots and locally-based initiatives through its 32 Local Associations and comprehensive network of licensed and certified coaches and officials. Additionally, USA Cycling conducts National Championship events for amateur and professional cyclists, awarding more than 600 national titles annually to men and women in junior, U23, masters, elite, professional and paralympic categories throughout the various disciplines of competitive cycling. To learn more about USA Cycling, visit www.usacycling.org. For media-related or general inquiries, please contact USA Cycling Director of Communications, Andy Lee at 719-866-4867 or alee@usacycling.org.

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