



The World's Largest Submarine Sandwich Chain

NEWS

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SUBWAY® RESTAURANTS AND CARTOON NETWORK™ HIT THE CUL-DE-SAC FOR ED, EDD N EDDY™ KIDS' PAK® TOY PROMOTION

(Milford, Conn.) August 2003—Subway Restaurants and Cartoon Network are teaming up to introduce a collection of five fun new toys based on the hit animated series, *Ed, Edd n Eddy*, which airs daily on Cartoon Network. The toys will be available in Subway Kids' Pak meals now through September 28, 2003, at participating restaurants in the United States and Canada.

One of Cartoon Network's top-rated original series, *Ed, Edd n Eddy* is the story of three best friends who live in the same cul-de-sac. They are bound by the same name and the same overwhelming desire to fit in. They are the three musketeers of adolescence, tackling pimples, big feet and oily hair along with summer vacation, part-time jobs and girls. Together they plunge headlong into outlandish schemes and hairbrained ideas and can survive anything.

"We are excited to work with Cartoon Network to bring these toys to our Kids' Pak program," says Brad Saunders, marketing manager for the Subway Franchisee Advertising Fund Trust (SFAFT). "We've developed some truly exciting toys that will sure to be a hit with kids and parents."

"Since its premiere, *Ed, Edd n Eddy* has become one of Cartoon Network's most popular original series with kid viewers, ranking among the top-five programs each year,"

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says Phyllis Ehrlich, senior vice president of promotions marketing, Cartoon Network Sales & Marketing. "And since the title characters love to eat, *Ed, Edd n Eddy* makes an ideal property of Subway to market with their signature sandwiches for kids and families to enjoy good, wholesome meals."

The Kids' Pak meal consists of a deli-style sandwich, small drink and a cookie. Additionally, one of the following toys will be available in each meal:

Jumping Eddy—Push Eddy down onto his pogo stick, press the button and watch as he launches into the air.

Go-Cart Edd—Press the button and watch Edd zoom away from the sidewalk on his go-cart.

Spinning Sarah—Twist Sarah's inner tube, press the button and watch as she flies into the air. Sarah then lands on a flat surface and spins like a top.

Skateboarding Ed—Press the button and watch Ed glide forward on his skateboard.

Link Jumping Eddy, Go-Cart Edd, Spinning Sarah, and Skateboarding Ed together to create the Ed, Edd n Eddy cul-de-sac!

Cruisin' Edd—This toy is designed for children 18 months and older. The wheels on Edd's skateboard really move!

The promotion will be supported on the internet at [www. subwaykids.com](http://www.subwaykids.com) and through nationally produced point-of-purchase materials. Ryan Partnership, Westport, Conn., is the agency in charge of POP material, with b.little + Co., New York, NY, responsible for production.

Cartoon Network, currently seen in 83 million U.S. homes and 145 countries around the world, is Turner Broadcasting System, Inc.'s 24-hour, ad-supported cable

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service offering the best in animated entertainment. Drawing from the world's largest cartoon library, Cartoon Network showcases unique original ventures such as *Codename: Kids Next Door™*, *Teen Titans™*, *Duck Dodgers™*, *The Powerpuff Girls™*, *Dexter's Laboratory™*, *Samurai Jack™*, *Justice League™*, and other *Cartoon Cartoons™*. Cartoon Network also features *Adult Swim™*, a late night block of animation for grownups. Since its launch in 1992, Cartoon Network has remained one of ad-supported cable's highest-rated networks. Cartoon Network's Web site is located at <http://CartoonNetwork.com> (AOL Keyword: Cartoon Network).

Subway Restaurants is the world's largest submarine sandwich franchise, with nearly 20,00 locations in 74 countries. In 2002, the Subway chain surpassed McDonald's in the number of restaurants open in the United States and Canada. Headquartered in Milford, Conn., Subway Restaurants was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey—one that made it possible for thousands of individuals to build and succeed in their own business. Subway Restaurants was named the number one franchise opportunity in all categories by *Entrepreneur* magazine in its Annual Franchise 500 ranking for 2003—for the 11th time in 15 years! For more information about the Subway restaurant chain, visit www.subway.com.

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