



## **SUBWAY® Cards Now Available In Retail Outlets**

MILFORD, Conn., Nov. 19, 2007--Since its launch more than a year ago, consumers have found the SUBWAY Card to be an easy, convenient way to pay for their meals. Now it is even easier for consumers to pick-up a SUBWAY® Card, either for themselves or to give as a gift, as the popular card is now available at leading retailers across the U.S. and Canada.

The cards are additionally still available at participating SUBWAY restaurants as well as online at [www.mysubwaycard.com](http://www.mysubwaycard.com), where consumers can now customize their cards with their favorite images on the front; from photos of their children or pets to a famous landmark or country icon.

"We have also heard from some people who want to use the SUBWAY Card as a business tool by including their business information on the card for distribution," said Ned Daley, Marketing Programs Specialist for the SUBWAY restaurant chain.

SUBWAY Cards are used as a gift or personal spending card, as well as for incentives and awards. They can be activated in-store by simply selecting a dollar amount between \$5 and \$100 to activate. Cards purchased through retail outlets come with pre-set dollar amounts. Regardless of where you got your SUBWAY Card, it is reusable and reloadable at any time.

The agreement with the retailers was brokered on behalf of SUBWAY restaurant franchisees by its Independent Purchasing Cooperative (IPC). The cards are available at retailers through a distribution agreement with InComm, the largest provider of third-party gift cards and prepaid products.

SUBWAY Cards are available at Wal-Mart, CVS, Rite-Aid, the Army-Air Force Exchange Service (AAFES) to authorized patrons only, Fifth Third Bank, Barnes & Noble College Bookstores, Long's Drugs, Kerr Drug, H-E-B Grocery, Winn-Dixie, Hastings, Schnuck Markets and Brookshire Brothers in the U.S. and in Canada at American Greetings, Glentel, Pharmacy 1 and Shoppers Drug Mart. Additional launches in the coming months will include Wal-Mart, Jean Coutu and Familiprix in Canada.

The IPC also partnered with the National Gift Card Corporation (NGC) as a way to increase sales to businesses that can use the card for such things as employee incentives, rewards or fundraising programs. To date, NGC has achieved nearly \$2 million in SUBWAY Card sales.

For more information about the SUBWAY Card, please visit [www.mysubwaycard.com](http://www.mysubwaycard.com). The SUBWAY restaurant chain is the world's largest submarine sandwich franchise, with more than 28,000 locations in 86 countries. For more information about the SUBWAY chain, visit [www.subway.com](http://www.subway.com).

### **About InComm**

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With more than \$5 billion in retail sales transactions processed in 2006, InComm is the nation's largest provider of gift cards, prepaid wireless products, financial debit cards, digital music downloads, content, games, software and bill payment solutions. InComm partners with consumer brand leaders around the world to provide more than 145,000 retail locations the products and services their customers demand. Since 1992, InComm's patented technologies have made the buying process easier for consumers while streamlining the selling process for product and retail partners. To learn more about InComm, visit [www.incomm.com](http://www.incomm.com) or call 1.800.352.3084. InComm is headquartered in Atlanta with offices in Australia, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

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