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World's Largest Philly Steak Chain Turns up Heat on Competition *Charley's Goal: Take over as America's No. 1 Sandwich Choice*

COLUMBUS, OHIO – (INSERT DATE) – Hamburgers across the world, take note: Your perfect patties and sesame seed buns are no competition for a freshly-made sandwich piled high with steak, grilled onions and provolone cheese. And if Charley's Grilled Subs has its way, the Philly Steak will soon be the go-to sandwich for consumers everywhere craving a quick, satisfying and quality meal.

Charley's Grilled Subs makes its signature sandwiches using only 100 percent USDA choice steak, all natural cheeses, fresh vegetables and bread to create Philly Steak and other distinct sandwiches, made-to-order in front of every customer. Building off demand for quality steak sandwiches, the fast-casual restaurant franchise is expanding worldwide at a rapid pace.

"It's one of those things where you eat one and ask yourself: 'Why would I go out for a hamburger at lunch and not a Philly Steak sandwich?'" said James Pa, Charley's Vice President of Brand Management. "As an increasing number of consumers ask that question, our goal at Charley's is to take it to the next level: engraining Philly Steak sandwiches into mainstream meal culture ... and we're very close."

If the franchise system's growth is any indication, then a Philly Steak sandwich craze is certainly imminent. Charley's, founded in 1986 by Charley Shin, the company's CEO, has grown to more than 400 locations in 44 states and 15 countries. In addition to the United States, franchisees currently run Charley's restaurants everywhere from Italy and Japan to Venezuela and Saudi Arabia. Plans call for the franchise to have at least 500 restaurants open by the end of 2011. Today's real-estate market has helped feed the growth, creating even more opportunities for potential franchise partners to open restaurants at a fraction of the traditional build out costs.

In addition to boasting fresh ingredients and bold flavor, Charley's steak sandwiches also play into the health-conscious consumer. Because the steak is 94 percent fat-free, Charley's has become increasingly appealing to those who count their calories, including more women.

The Philly Steak Sandwich dates back to 1930 in Philadelphia, where a local couple started making steak sandwiches on the flatiron grill of their hotdog stand. "We haven't changed a thing since we grilled up our first sandwich 24 years ago. The roots are in Philly, but the perfection is the product of Charley's taste. Anyone who is making a Philly Cheesesteak has to pay tribute to the beginnings in the City of Brotherly Love – and that's what Charley's is all about," Pa added.

About Charley's Grilled Subs

Charley's Grilled Subs is famous for their hot, fresh made-to-order Philly Steak Sandwiches and other 100 percent USDA choice steak, chicken and deli subs, gourmet fries and freshly squeezed lemonade. The company, headquartered in Columbus, Ohio, has more than 400

locations worldwide in 44 states and 15 countries. Founded in 1986, more than 90 percent of all Charley's Grilled Subs restaurants are run by franchisees. For more information, go to www.Charleys.com.