

Media Contact: Patrick Roach, Fishman Public Relations, (847) 945-1300 or proach@fishmanpr.com



Dominican Republic Now Home to the World's Best Philly Steak Sandwich

Charley's Grilled Subs Opens First Dominican Location; Continues to Appeal to Wide Variety of Cultures around the World

Columbus, OH – (September 21, 2010) – Charley's Grilled Subs, the world's fastest-growing Philly Steak Sandwich chain, is continuing its global expansion with the opening of its first Dominican Republic location. The new restaurant offers diners the chance to experience the world's tastiest Philly Steak sandwich as the Dominican Republic joins a host of countries including Japan, Germany and Saudi Arabia to welcome Charley's to its nation.

The new Charley's is part of a larger expansion as the franchise is targeting four additional units throughout the country by 2014.

"Already, the Santo Domingo community has embraced the new Charley's location, so we are extremely confident that it will soon become the most popular sandwich chain in the Dominican Republic," said Mario Contreras, Regional Developer and franchise partner of the new restaurant.

Charley's, which currently has more than 400 locations in 16 countries, is no stranger to South America, and neither is Contreras. The 28-year-old South Florida native recently signed a master agreement that will bring more than a dozen Charley's to Venezuela. He currently operates four restaurants in that country, as well as six in Florida, two in South Carolina and one in Panama.

James Pa, Vice President of Brand Management for Charley's, added, "Mario Contreras knows the ins and outs of Charley's, as well as the local business landscape in the Dominican Republic. "Even more, hot sandwiches have long been a part of many cultures around the world, which is one of several factors that makes a concept like Charley's well-suited for international expansion."

Charley's was founded in 1986 by the company's CEO, Charley Shin. In addition to its booming international growth, Charley's continues its rapid U.S. development as well. Plans call for the franchise to have at least 500 restaurants open by the end of 2011.

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 16 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.