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CHARLEY'S GRILLED SUBS® HEATS UP FALL WITH THE CHIPOTLE SUB

Just say "Chipotle" to experience the kick

COLUMBUS, Ohio (August 18, 2006) — Adding a kick to summer's end, Charley's Grilled Subs® introduces the new Chipotle Sub. Prepared fresh off the grill, the great-tasting sandwich combines grilled chicken or steak with Hormel® jalapeño bacon and smooth but spicy chipotle mayo.

"While there are many chipotle subs out there, most are just topped with chipotle mayonnaise," says Betsy Berman, marketing director of Charley's Grilled Subs. "Charley's new Chipotle Sub uses Hormel® jalapeño bacon, which adds intense flavor, and has led to extraordinary sales potential according to initial tests.

The new Chipotle Sub begins with Charley's Grilled Subs' fresh-baked French bun and a choice of signature all-white meat, grilled chicken breast or tender grilled steak. After onions are added, the sub is topped off with provolone cheese, fresh sliced vegetables, Hormel® jalapeño bacon and chipotle mayo, resulting in a one-of-a-kind sandwich that will satisfy customers' cravings for a flavorful and healthful sandwich on the go.

The Chipotle Sub, which comes in six-inch and 12-inch sizes, is available for a limited time, from August 21 until October 1.

About Charley's Grilled Subs

Charley's Grilled Subs, headquartered in Columbus, Ohio, has 292 locations worldwide in 39 states and 10 countries. Founded in 1986, Charley's Grilled Subs is best known for its made-to-order signature Philly Cheese Steak and other steak, chicken and deli subs; gourmet fries; and freshly squeezed lemonades. More than 90 percent of Charley's Grilled Subs restaurants are independently owned and operated by local franchisees. The restaurant chain has been recognized at the top of more than 10 national lists for successful franchising, entrepreneurship and management in its 20 years of business. For more information visit www.charleys.com.

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