



NEWS RELEASE

FOR IMMEDIATE RELEASE

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CHARLEY'S GRILLED SUBS® GETS CHEESY

COLUMBUS, Ohio — (April X, 2008) Charley's Grilled Subs offers cheese lovers a sandwich made in queso heaven with their new Triple Cheese Cheesesteak. Customers will have the option to partake in the cheesiness by adding the three-cheese combination to their freshly grilled Philly Steak sandwich.

"We got down to the basics with this sub," says Charley's Grilled Subs Chief Marketing Officer, Bonnie Brannigan. "Our customers truly love our subs as they are, but this adds a delicious twist for those who don't want to veer too far from their beloved Philly Cheesesteak."

The new Triple Cheese Cheesesteak, (yes, you read three "e's" in cheese), begins with Charley's Grilled Subs signature USDA Choice steak, grilled right in front of the customer with fresh cut onions. The cheesiness begins with Cheddar cheese sauce followed by two slices of both white American and Provolone cheese. All of this takes place on the grill, melting the cheese to gooey perfection. Customers have the option to choose from freshly baked French or wheat rolls and a variety of garden-fresh toppings to complete their cheesy masterpiece.

The Triple Cheese Cheesesteak, which comes in regular and large sizes, is available for a limited time from April 14 through [Insert Date]

At Charley's Grilled Subs, customers value a different way of making subs – on an open grill that's always in view of the customer – so they can watch their sub being made every step of the way. The menu features grilled steak, chicken or turkey sandwiches, gourmet fries, as well as a variety of salads.

About Charley's Grilled Subs

Charley's Grilled Subs, headquartered in Columbus, Ohio, has over 350 locations worldwide in 39 states and 11 countries. Founded in 1986, Charley's Grilled Subs® is best known for its made-to-order, signature Philly Cheesesteak and other steak, chicken and deli subs, gourmet fries and freshly squeezed lemonade. 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 ten national lists for successful franchising, entrepreneurship and management in its 21 years of business. For more information, visit charleys.com.

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