



NEWS RELEASE

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Port of Subs Announces Launch of New Product in Seven States

The *Turkey, Bacon Avocado* specialty sandwich being offered for a limited time

(Reno, Nev. -) Reno-based and founded Port of Subs (<http://www.portofsubs.com>), announced today the launch of the all new *Turkey, Bacon, Avocado* specialty sandwich being served for a limited time, beginning May 1st – July 31st, in Port of Subs restaurants throughout all markets in Arizona, California, Idaho, Nevada, Utah, Washington, and Oregon.

The delicious *Turkey, Bacon, Avocado* cold sandwich features Butterball Turkey, Peppered Bacon and tasty Avocado and is served on the customer's choice of any of Port of Subs fresh baked breads. For a limited time, the small *Turkey, Bacon, Avocado* will be offered at an economy-friendly price of \$5.49, and the small cold sandwich combo (includes a 22 oz. drink and chips) for only \$7.49.

"The spring/summer months are the perfect time to launch the delicious *Turkey, Bacon, Avocado* sandwich in all of our markets, along with offering our customers new pricing options, and fresh menu choices," stated Port of Subs President, Mike Powell. "We take pride in always listening to our customer's needs, while doing our best to deliver new and innovative products to our menu and ways to offer our customers better value and nutritious meal options."

In the ever-competitive quick service food industry, Port of Subs prides itself on serving the freshest of products and is constantly researching and re-evaluating their menu items in order to provide their customers with the highest quality food, and remain cutting-edge.

For customer convenience, the new *Turkey, Bacon, Avocado* sandwich can also be ordered on-line at www.portofsubsonline.com and ahead of arrival, by calling or faxing their favorite Port of Subs location.

For more information regarding Port of Subs' please visit www.portofsubs.com.

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About Port of Subs:

Port of Subs, Inc. has locations in six Western states and has been serving sliced fresh deli-style sub sandwiches for over 35 years. Port of Subs continues to offer healthy meal solutions that are quick and affordable. It is a delicious, healthy, sliced-fresh alternative to traditional fast food. Do we want this dated? This is last years boiler plate! The 2009 "I Promise" campaign is the Port of Subs commitment to deliver the best sliced-fresh sandwich, with better value, in a clean restaurant, with prompt and friendly service.