

THE SUBWAY® BRAND AND CONTENT & CO TEAM UP TO LAUNCH “The 4 to 9ers” RELOADED

Acclaimed Comedy Series on Hulu Attracts Leading Hollywood Talent Amy Yasbeck and Ted McGinley

Los Angeles, Calif. – March 2013 – SUBWAY® restaurants and [Content & Co](#), the leading brand studio based in Los Angeles, today announced the launch of “The 4 to 9ers” Reloaded, the next iteration of the highly successful scripted comedy series, with six, ten-minute episodes. The program follows the lives of high school students as they venture into the world of part-time jobs and this year viewers will get to meet main characters Mark and Beth’s parents, played by Amy Yasbeck and Ted McGinley, who have a secret romance of their own.

Written, directed and produced by “Two and a Half Men” director Jamie Widdoes, writing veteran Tim O’Donnell (“Growing Pains,” “Dave’s World”) and Content & Co Executive Producer Peter Isacksen, the new episodes will return as a Hulu Spotlight series to the free, ad-supported Hulu.com and the Hulu Plus subscription service.

Yasbeck and McGinley will join returning actors Moses Jacob Storm (“No Ordinary Family,” “Without a Trace”), Galadriel Stineman (“True Blood,” “The Middle”), Ashton Moio (“Dexter,” “Everybody Hates Chris”), Kallee Brookes (“Parenthood,” “How I Met Your Mother”), Jack DePew (“2 Broke Girls,” “The Secret Life of the American Teenager”), Kristi Lauren (“I Hate My Teenage Daughter,” “Wizards of Waverly Place”), David H. Lawrence XVII (“Lost,” “Heroes”) and Becky and Jessie O’Donohue (“American Idol,” “The Big Bang Theory”).

“Through high quality entertainment, we’ve found a way to effectively reach our teen target audience by creating a show that celebrates them, rather than sells to them,” said Tony Pace, global chief marketing officer at SUBWAY® Franchise World Headquarters.

The series premiere of “The 4 to 9ers” proved to be a breakout hit, reaching broadcast-level audiences and becoming the top short-form comedy series on Hulu. “The 4 to 9ers” Reloaded was renewed and shot within six months, an unprecedented timeframe for a branded entertainment production.

“We’re looking forward to introducing fans to ‘The 4 to 9ers’ Reloaded, broadening the characters’ lives to include parents and home lives away from their jobs, making it feel more like a broadcast series,” said Stuart McLean, founder and CEO of Content & Co. “The 4 to 9ers is a great example of incubating a property to fit the new media landscape. We’re fortunate to have partners like Subway and Hulu to continue to push the envelope on how to take a series to market.”

About SUBWAY® Restaurants

Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami and Singapore, the SUBWAY® brand was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. Their partnership, which continues today, marked the beginning of a remarkable journey – one that has made it possible for thousands of individuals to build and succeed in their own business. In 2012, SUBWAY® restaurants became the first restaurant to meet the American Heart Association’s Heart-Check Meal Certification Program nutritional criteria. This year, for the fourth straight year, the SUBWAY® brand was ranked "number one" by consumers in the Zagat® Fast Food Survey in the "Healthy Options," "Most Popular" and "Top Service" categories for food brands with 5,000 or more locations. For more information about the SUBWAY® chain, visit <http://www.subway.com>. Find us on Facebook:

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About Content & Co

Content & Co is the leading LA-based brand studio that is pioneering the next generation of content creation, enabling brands to partner with the best creative talent in Hollywood to become the distributor and financier of their own original content. From webisodes, micro series and games, to short-and long-format series (scripted and reality) – Content & Co distributes diverse content for an expanding list of brands that include SUBWAY, Schick and Energizer Personal Care. The company was founded by Stuart McLean, a recognized leader in the fields of brand marketing and branded content. For more information, visit www.contentandco.com or see what we're up to on [Facebook](#) and [Twitter](#).