

WHO WANTS TO BE A MEAL-DEAL MILLIONAIRE?

CHANCE TO WIN ONE MILLION SUBWAY® REWARDS POINTS WITH EVERY MEAL-DEAL PURCHASE

Subway® is offering one lucky guest the chance to become a 'Meal Deal Millionaire' and win one million Subway Rewards® points

Plus 10,000 extra prizes to be won with Subway's Meal Deal Wheel

Enter by purchasing a Meal Deal in store from just £4.99 for a chance to win big

Images available to download here: <https://flic.kr/s/aHBqjzCtca>

16th February 2022 – From today, anyone purchasing a Subway® Meal Deal has the chance to become a 'Meal Deal Millionaire' and win one million Subway Rewards® points to redeem against Subway's delicious Subs, wraps, salads, sides and hot drinks!

Satisfying cravings and making mealtimes more enjoyable up and down the country, Subway's Meal Deals start at £4.99* and offer a choice of all Subway's Subs, Salads and Wraps including Steak & Cheese, classic Ham and plant-based Meatless Meatball Marinara, as well as a cookie or crisps, and a drink.

Any Subway Rewards guests hoping to win big, will need to register for the promotion via the Subway® App and then scan their unique Subway Rewards QR code when purchasing their favourite Meal Deal combo from 16th February to 29th March 2022 to be entered into the prize draw.

To be in with a chance to win one million Subway Rewards points - the equivalent of 1,000 Footlong Subs - all guests will need to have a registered Subway Rewards account.

Because sharing is caring, Subway will also let the chosen 'Meal Deal Millionaire' share their winnings with friends and family. Allowing the prize to be split with up to 4 other Subway Rewards® accounts.

Lunchtimes really are about to get even better as there will also be the chance to win one of 10,000 instant win prizes with the Meal Deal Wheel – including the chance to win up to 1,000 points each time, that's enough to redeem for a free Footlong Sub! – alongside every Meal

Deal purchase. That's tomorrow's lunch sorted! Members just need to make sure they are opted into receiving Subway Rewards® email comms to get their exclusive invite to Spin the Meal Deal Wheel!

Angelina Gosal, Head of Marketing UK & Ireland at Subway® said: “Our menu offers more choice, more taste and more value than ever before – and now you can be in with the chance of winning one million Subway Rewards® points to redeem against some of your favourite Subway products! Who wouldn't want to be a Meal Deal Millionaire?!”

The good news doesn't stop there though, every in-store purchase of a Subway Meal Deal counts as a new entry into the prize draw, so whether you're grabbing breakfast, lunch or dinner, Subway's fresh and customisable Meal Deals offer something for everyone – and a chance to win big prizes with every bite.

But you've got to be in it to win it, so, if you're not already a Subway Rewards member, you simply need to download the Subway App, register and activate your account to find out how you could be Subway's first ever meal deal millionaire.**

To enter into the Meal Deal Millionaire prize draw, registered and activated Subway Rewards users must scan their unique Subway Rewards QR code when purchasing a Subway Meal Deal or spending over £4.99, in-store from 16th February – 29th March 2022

To find your nearest open Subway® store, visit www.subway.com/en-GB

*Subway® is a franchise and therefore pricing may vary between stores

ENDS

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****Terms and conditions:**

A transaction of £4.99 or more, which contains 3 items or more will be considered a meal deal.

16th February-29th March 2022, UK residents 18+ who are registered and activated Subway Rewards® members can enter for a chance to win 1x 1,000,000 Subway Rewards® points by scanning their QR code on the Subway® App when purchasing a Meal Deal from Subway®. Subway Rewards® members who are opted into Subway Rewards® email marketing communications will also get to spin the “Meal Deal Wheel” each time they purchase a Meal Deal from Subway® and scan their QR code for a chance to win 1x of 10,000 Instant Win prizes. Meal Deal purchase and T&Cs acceptance necessary. See subwayrewards.uk for full T&Cs & prize details. Promoter: Subway Franchisee Advertising Fund Trust B.V.

For more information about this press release please contact:

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For information on the Subway® brand please visit: www.subway.co.uk

Facebook: www.facebook.com/SUBWAYUK

Twitter: @SUBWAYUK

Instagram: @subway_ukIreland

TikTok: @SubwayUKIreland

Youtube: SUBWAYUKIreland

About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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