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FOR IMMEDIATE RELEASE

Spicy Asian BBQ Sandwich at Charley's Grilled Subs – It's Back!

Philly Steak Leader Responds to Consumer's Requests to bring back Asian-Inspired Favorite

Columbus, OH – After a long-awaited year, Charley's Grilled Subs will reintroduce the Spicy Asian BBQ sandwich nationwide on August 16, 2010, adding an ethnic flavor to the restaurant's traditionally all-American lineup.

Like all sandwiches at Charley's Grilled Subs, the Spicy Asian BBQ is made-to-order with 100 percent USDA Choice Steak, all natural cheeses and fresh vegetables. As a Korean-inspired menu item, the sandwich features steak cooked in a rich marinade complete with pears, green onions and Eastern spices—filling it with flavor as it hits the grill. Charley's Spicy Asian BBQ is topped with provolone cheese and served on a warm sub.



The American palate has become much more receptive to different flavors and Charley's is proactive in responding to the shift.

"We're taking the traditional Philly Steak Sandwich that everyone loves and adding flavors that you wouldn't expect," said Chung Choe, Senior Product Engineer for Charley's Grilled Subs. "This is helping us step out of the box to reach a broader demographic."

The Spicy Asian BBQ sandwich will be available at all locations nationwide for a limited time only.

"We couldn't believe the incredible response we received when we launched the Spicy Asian BBQ menu item last year," said James Pa, Vice President of Brand Management for the sandwich chain. "We have gotten requests upon requests to bring it back, so

we're thrilled to offer it again."

About Charley's Grilled Subs

Charley's Grilled Subs is famous for their hot, fresh made-to-order Philly Steak Sandwiches and other 100 percent USDA choice steak, chicken and deli subs, gourmet fries and freshly squeezed lemonade. The company, headquartered in Columbus, Ohio, has more than 400 locations worldwide in 44 states and 15 countries. Founded in 1986, more than 90 percent of all Charley's Grilled Subs restaurants are run by franchisees. For more information, go to www.Charleys.com.