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Penn Station's Athlete of the Month Program to Launch in Louisville *Community program designed to recognize outstanding high school seniors*

LOUISVILLE, KY. – August 1, 2013 – Penn Station East Coast Subs is bringing its popular high school Athlete of the Month program to Louisville just in time for the 2013-14 school year.

The Penn Station Athlete of the Month program, which began in 1998 in Dayton, Ohio, is designed to recognize local high school seniors that excel in the classroom, in the community and in athletic competition.

Every month from October 2013 through May 2014, one Kentuckiana area high school senior will be named the Penn Station Athlete of the Month and receive a lucrative prize package. In addition, each winner will be eligible for the Penn Station Athlete of the Year \$5,000 scholarship to be announced in May 2014 live on WLKY.

Each winner's prize package will include a customized trophy, Penn Station sub certificates to hand out to the entire student body, a "Party of 10" event at Penn Station, t-shirts and airtime on WLKY and ESPN 680. The winning student athlete will also be featured in-store at 20 Kentuckiana area Penn Station restaurants.

"We are thrilled to introduce this exciting program and recognize the honorable efforts of local high school senior athletes," said Don Robinson, Penn Station Louisville Managing Owner. "Our goal is to recognize the entire student including their work in the classroom, in the community and on the field."

A true community program, high school senior student athletes may be recognized by community members, parents, teachers, principals, coaches and athletic directors. While there are benefits for the winning students, their school will benefit as well, including a \$150 check to the Athletic Department on the student's behalf and the opportunity to win the annual \$1,500 Spirit Award. The Spirit Award is awarded to the school that demonstrates the most school spirit at the Athlete of the Month presentation.

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The logo features the word "ATHLETE" in a large, bold, yellow-outlined font, with "of the" in a smaller script font below it, and "MONTH" in a similar bold, yellow-outlined font at the bottom. The entire logo is set against a black background with a yellow swoosh at the bottom.The logo consists of the words "PENN STATION" in a bold, red, sans-serif font, with "EAST COAST SUBS" in a smaller, green, sans-serif font below it. The text is set against a white background with a red swoosh at the bottom.The logo features the call letters "WLKY" in a bold, blue, sans-serif font, with the number "52" in a smaller, red, sans-serif font to its right. The text is set against a white background with a blue swoosh at the bottom.The logo consists of the words "KENTUCKIANA'S" in a small, black, sans-serif font, with "ESPN 680" in a larger, bold, black, sans-serif font below it. The text is set against a white background with a black swoosh at the bottom.

“I have heard touching stories from athletics directors in Dayton that were once Athlete of the Month winners themselves,” added Robinson. “It’s fun for them to now nominate their own student athletes. We look forward to working with WLKY and ESPN 680 to make this a wonderful program for everyone involved.”

Nomination forms are available online at pennsubs.com.

About Penn Station

Penn Station East Coast Subs, renowned for its signature grilled-to-order Philadelphia Cheesesteak, Fresh Hand-Cut Fries and Fresh-Squeezed Lemonade, is an upscale, quick-casual restaurant chain headquartered in Cincinnati, Ohio. Penn Station, Inc. develops franchises and operates a rapidly expanding chain of restaurants under the trademark of *Penn Station East Coast Subs*. There are over 260 Penn Station Restaurants in 13 states including Virginia, West Virginia, North Carolina, South Carolina, Kentucky, Ohio, Missouri, Indiana, Tennessee, Michigan, Pennsylvania, Illinois and Kansas.

In addition to its signature Philadelphia Cheesesteak Sub, Penn Station also offers hot-grilled-to-order sandwiches such as the Chicken Cordon Bleu, Chicken Teriyaki, Chicken Parmesan, Pizza, Italian, Club, Reuben, Vegetarian, and a fresh-grilled Artichoke Sub that is unique to Penn Station. Visit pennsubs.com for a full menu and a restaurant near you.

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To schedule an interview with Don Robinson, contact Andrew Yunker at Powers Agency: 513.763.1541 or ayunker@powersagency.com.