



IMMEDIATE RELEASE

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Athlete of the Month Program Kicks Off the 2011-12 Season

DAYTON, Ohio September 1, 2011 – Penn Station East Coast Subs embarks on its 14th year of recognizing student athletes and high schools in the Greater Dayton area. Penn Station launched the “Athlete of the Month” (PSAM) program to showcase the extraordinary student athletes, scholastic achievement, and good citizenship in Dayton. Since its inception in 1998, Penn Station has awarded over \$100,000 in prize money and college scholarships. Thus far, 104 Dayton area students have received “Athlete of the Month” recognition and 13 have been awarded \$5,000 college scholarships.

Penn Station franchisee John Dorger said, “For over 25 years the Dayton community has supported Penn Station. Our Penn Station Athlete of the Month program is our way of thanking them. When the program launched, almost 15 years ago, no one anticipated the impact it would have on so many lives. From the students, their parents and the school administrators, to the Penn Station family of employees, we’ve seen kids blossom into adults and have thoroughly enjoyed hearing about their accomplishments each year.”

In honor of each monthly winner’s achievement as the Penn Station “Athlete of the Month,” each student’s picture will be displayed in all Greater Dayton area Penn Station restaurants, as well as featured on the www.psd Dayton.com website. And, most importantly, they will be in the running towards a \$5,000 college scholarship to be awarded at the end of the school year. Again this year, we are encouraging participation in our Dollars to Dayton High Schools program! At each school presentation, the Penn Station Athlete of the Month winner will receive 2,000 appreciation cards. Each card will entitle the student/school supporter to a FREE 21-oz. Pepsi product with the purchase of any sub at Penn Station. In addition to the special offer, 10% of the card bearer’s total meal cost will go back to the school.

Be sure to nominate a senior in your school by visiting any Dayton Penn Station restaurant or logon to www.psd Dayton.com, www.wdtn.com, www.hot102.9.com, or www.fly929.com.

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Our goal for the Penn Station Athlete of the Month program is to ensure all Miami Valley schools are recognized in this program. To do so, we need you! Watch for Jack Pohl's stories featuring the students on WDTN's evening broadcast during the sports segment. Listen for additional coverage on Hot 102.9, FLY 92.9 and ESPN radio featuring the winners and their schools. Promote the program in your communities and encourage students and parents to nominate their peers/children for the Athlete of the Month by using the online ballot at www.psd Dayton.com. If your school is not yet a PSAM school, please contact us so we may add you to our list. The Penn Station Athlete of the Month program is co-sponsored by WDTN/Channel 2, HOT 102.9, ESPN Radio 1410 and FLY 92.9.

About Penn Station East Coast Subs

Penn Station East Coast Subs 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 226 Penn Station restaurants in 12 states including Virginia, West Virginia, North Carolina, South Carolina, Kentucky, Ohio, Missouri, Indiana, Tennessee, Michigan, Pennsylvania and Illinois.

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To schedule an interview with John Dorger, contact Julie M. Rose at Mahan Advertising, Inc. at 513.321.6632.

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