



serviced by:

FRANCHISE WORLD HEADQUARTERS, LLC

325 Bic Drive, Milford, CT 06461 • (203) 877-4281

Via FedEx - 793511993000

May 5, 2010

Coney Island Drive Inn
1112 E. Jefferson St.
Brooksvegas, FL 34601
352-796-9141

RE: FOOTLONG™

Dear Sirs,

I am an attorney with Franchise World Headquarters, LLC, a Connecticut Limited Liability Company ("FWH"). FWH provides services to Doctor's Associates Inc., a Florida Corporation ("DAI"). DAI is the owner of the SUBWAY® system for franchising restaurants, and all related trademarks, copyrights and proprietary information related thereto.

DAI has expended significant amounts over a long period time to protect its trademarks and proprietary information associated with the SUBWAY® system. DAI has applied for the trademark FOOTLONG™ in association with sandwiches at the United States Patent and Trademark Office ("USPTO") bearing application number 77/324,228. DAI has become aware that your restaurant is using the term FOOTLONG™ in violation of DAI's trademark rights.

You are hereby put on notice to cease and desist from using FOOTLONG™ in association with sandwiches. You must immediately remove all references to FOOTLONG™ in association with sandwiches.

DAI desires to resolve this matter amicably as soon as possible. Therefore within one week to the date of this letter, please confirm your willingness to comply with the demands contained herein and please confirm within two weeks of the date of this letter references to FOOTLONG™ will be removed in association with sandwiches in your establishment.

You may contact me at Pochron_v@subway.com or by facsimile at (203)876-6690. I look forward to hearing from you.

Very truly yours,

A handwritten signature in black ink that reads "Valerie Pochron" with a stylized flourish at the end.

Valerie Pochron-Attorney
International Legal Department
Franchise World Headquarters, LLC
050310ConeyIslandFOOTLONGCnD