

NEXT STEPS TO BECOMING A PENN STATION FRANCHISEE

Evaluation of any business opportunity should involve a process of careful review and thoughtful analysis. Sufficient time should be spent researching the business to see that it matches your expectations and meets your short and long term goals. Penn Station will also evaluate each candidate to determine if there is a match with our Franchisee profile.

TO START THE PROCESS:



- 1) Review the materials in this franchise information packet carefully.
- 2) Visit our website at www.penn-station.com for current information about Penn Station.
- 3) Call us at 513-474-5957 to discuss opportunities in your area
- 4) Visit multiple Penn Station restaurants and enjoy our unique food. Locations are listed on our website at www.penn-station.com.
- 5) Complete the enclosed Preliminary Franchise Application and promptly return the application to the Director of Sales.

Upon review of your Application, a Penn Station representative will contact you. We will likely schedule a visit to discuss our franchise opportunity in greater depth and address additional questions you may have. We encourage comparison to other franchise concepts. You will find that our concept compares favorably to other franchise systems.

At our first meeting we will review our Franchise Disclosure Document (FDD). The disclosure document explains key points of the Franchisor-Franchisee relationship, details our history, our average operating income statement and other important information. You may also meet with one or more franchisees, see our restaurants in operation, and sample our delicious sandwiches and other fine products. At this time we look forward to meeting all of the key members of your proposed Franchise group.

The next step is to determine mutual compatibility. Based on our meeting with you, our management team will evaluate your candidacy to join the Penn Station Franchise Team. Assuming a favorable determination, a Franchise Agreement will be executed.

Once the Franchise Agreement is executed, our sales, operations, and store development teams will assist you with site evaluation, lease negotiation, and training through the Grand Opening of your Penn Station East Coast Subs Restaurant.



1226 State Route 50 Milford, Ohio 45150 513-474-5957 www.penn-station.com



FRANCHISE OPPORTUNITIES



www.penn-station.com/franchise



RETURN ON INVESTMENT IS THE CORE OF YOUR SUCCESS

A MESSAGE FROM FOUNDER & CEO JEFF OSTERFELD:

Penn Station traces its origins back to the opening of Jeffrey's Delicatessen in Dayton, Ohio. It was here that the Penn Station philosophy began to form around the notion of providing sandwiches prepared to order with only the freshest ingredients. I saw first-hand the impact the presence of the owner had on product quality, customer service and sales. The benefit of fostering an "ownership-mentality" in the restaurant was formed.

Trips to Philadelphia and the Jersey Shore to research the East Coast version of the submarine sandwich prompted the addition of the cheesesteak to the deli's menu. This South Side Philly hit was also a success in the Midwest and Penn Station Steak & Sub was born. The first location opened in downtown Cincinnati in 1985. The original Penn Station menu had four sandwiches and featured the grilled cheesesteak, fresh-cut fries, and hand-squeezed lemonade. In 1987 the vision for an upscale, quick service restaurant revolving around "fresh ingredients and display cooking" was formulated into a franchise concept. Penn Station continues to grow toward our objective of a nationwide brand. Thanks so much for your interest in helping us build a premium brand.

FOR A COMPLETE LIST OF INGREDIENTS, SEE BELOW:



Jeff

Jeff Osterfeld
Founder/CEO, Penn Station East Coast Subs

IT'S ALL ABOUT GOOD PRODUCTS.

The success of Penn Station East Coast Subs is centered around the highest quality fresh ingredients, and an open display kitchen where customers experience the aroma of hot grilled steak, chicken, deli meats, vegetables, and spices. We use only the highest quality fresh ingredients in our sandwiches, fresh hand-cut french fries from Idaho potatoes that are flash fried in cholesterol-free peanut oil, fresh-baked bread and hand-squeezed Lemonade. All our ingredients are fresh and prepared continuously throughout the day.



IT'S ALL ABOUT GOOD FRANCHISEES.

We appreciate your interest in Penn Station East Coast Subs. We take pride in our quality products, our support systems and the tremendous relationships we have with our growing franchise community. Our franchise community participates in the Franchise Advisory Council and various local and regional advertising Co-ops and councils. We look forward to getting to know you better as you learn more about Penn Station East Coast Subs.

Craig

Craig Dunaway
President, Penn Station East Coast Subs

IT'S ALL ABOUT GOOD OPERATIONS AND PROVEN SYSTEMS.

Penn Station East Coast Subs' proven systems focus on the quality of operations in all our restaurants. Our Operating Manual defines all our systems, techniques, and policies: ensuring all customers receive the same high-quality dining experience at each and every visit. Our operations are streamlined, offering a simple, efficient process allowing the franchisee to maximize profits and returns. A team of seasoned professionals assists franchisees through the opening process and on an on-going basis.

LIFE GAVE US LEMONS.
(Isn't life great.)



Penn Station East Coast Subs provides comprehensive store opening support, including:

- Extensive Opening Checklist
- Site Evaluation
- Lease Analysis
- Marketing
- One-on-One Training Program
- Detailed Construction Guidelines and Plan Review Assistance
- Custom Floor Plans

Penn Station East Coast Subs supports you after your restaurant opening through:

- Area Representative Visits and Feedback
- National Advertising Fund
- Franchise Advisory Council
- New Product Development
- Market Research
- National Vendor Contracts (Food, Suppliers, Equipment)
- Monthly Financial Performance Analysis Reports



IT'S ALL ABOUT GOOD TASTE.

"Since my first bite in 1991 I have been hooked. The food served at Penn Station is the BEST! Support from the Franchisor is unparalleled. Everyone at PSI has the franchisee's success as their top priority."

Rick Smith
Franchisee, St. Louis

IT'S ALL ABOUT THE RETURN ON INVESTMENT

"THE ONLY THING BETTER THAN OUR HOT SUBS IS OUR ROI !!

Roger and Marilyn Kirkland
Franchisee, West Virginia

IT'S ALL ABOUT SUPPORT.

"The support provided by Penn Station East Coast Subs is superb and helps me operate a very successful business. I have been involved with other chains in the past, and hands down, this is a superior system. I have been a Penn Station franchisee since 1992 and look forward to opening more stores in the future."

Tracey Tent
Franchisee, Cincinnati/Columbus OH