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\$5 Footlong Subs Now At SUBWAY(R) Restaurants Across America

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FOR IMMEDIATE RELEASE APRIL 09, 2008

It Might Just Be the Biggest Bargain Ever from Your Favorite SUBWAY® Restaurant!

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April 09, 2008 // Franchising.com // (Milford, CT) – All Day, Every Day - Any Regular Footlong Sub Sandwich for Only \$5.00! That outstanding \$5.00 value has arrived at participating U.S. SUBWAY® restaurants as the focus of a nationwide limited-time promotion.

Over 700 SUBWAY® locations in select test markets and Wal-Mart® retailers have already enjoyed stronger sales and increased consumer traffic from this bargain \$5.00 price point. Many SUBWAY® restaurants in Hawaii and Alaska will honor an attractive \$5.99 offer.

"These days, with higher out-of-pocket costs for fuel, milk, supermarket needs and personal items, I'm sure that regular and first-time Subway customers will welcome a real deal for their favorite fresh meal," says Bill Schettini, Chief Marketing Officer for the SUBWAY® chain.

"And that sub sandwich includes a wide choice of meats, crisp veggies and savory sauces on freshly-baked breads, which can be fresh Toasted™ if you'd like."

This regular footlong sub value may also be applied to subs requested as part of a SUBWAY® combo meal, adding baked chips or oven-fresh cookies, and a fountain drink.

This discount offer will not apply to wraps, "premium" or Double-Stacked™ sub sandwiches.

Lower-priced SUBWAY® footlong subs will remain at their everyday low menu price.

For more information about the SUBWAY® chain, visit www.subway.com.

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WEB EXCLUSIVE

March 24, 2009

The \$5 Phenomenon

Is it working? By [Jamie Hartford](#)

In this election year, it seems Abraham Lincoln is getting more play than both of the current presidential candidates combined—at least in the world of fast food.

Last month Boston Market became the latest chain to advertise menu items—11 in all, including rotisserie chicken with sides, a chicken salad, and a chicken pot pie—priced at \$5. The offer follows similar efforts by other chains, such as Subway's \$5 Footlong, Quiznos's \$5 Deli Favorites, and Pizza Hut's (NYSE: YUM) \$5 Pizza Mia.

But why has the five spot suddenly become so hot?

"The \$5 price point is an important part of the new vernacular in the restaurant industry," said Judy Cantrell, Boston Market chief brand officer, in a statement when the chain debuted its \$5 menu. "It's become a price point that consumers respond to."

But Rafi Mohammed, a pricing consultant and author of *The Art of Pricing*, has a different theory.

"I don't necessarily think \$5 is that significant of a number," he says. "It's just the certainty of a number which is very important."

Disposable income dropped 1.7 percent in July after taking a plunge of 2.6 percent in June, and Mohammed says as a result customers are cutting back on expenditures such as eating out. By advertising menu items at a set value, chains are letting customers know up front how much they can choose to spend inside their restaurants.

"They're putting the stake in the ground, drawing a line in the sand, and customers are thinking, 'Now I know I can get out of there for \$5 plus tax,'" Mohammed says.

The \$5 choices are also meal-sized, whereas lower-priced dollar- and value-menu items are more snack-like. This, Mohammed says, puts purveyors of the \$5 options in position to take advantage of trading down from casual dining restaurants, where meals typically run closer to \$10 or \$12.

"Consumers are willing to pay \$5 for a meal as long as they think they are getting a good value," says Tony Pace, CMO for the Subway Franchisee Advertising Fund Trust (SFAFT).

A Florida Subway franchisee started the \$5 Footlong promotion just before Thanksgiving in 2007, and national advertisements began running this past March. Since then, the offering has become a staple of Subway's menu in many markets.

Pace declined to provide specific sales numbers but says the items have succeeded in both driving traffic and increasing check size. He says competitors would have been satisfied with one-sixth of the success the chain has seen from the \$5 Footlongs.

Franchisees, often the first to cry foul when corporate starts promoting discounted items, also seem happy.

"This is the best promotion we've ever seen," says Tom Mulligan, a national board member of the North American Association of Subway Franchisees (NAASF), owner of two units in West Palm Beach, Florida, and board chair for his local SFAFT. "Our customer counts skyrocketed and so did sales."

He says his stores alone saw a 50-percent increase in sales when the national advertising debuted, and now, a year later, he's still in the 30-percent range. Some stores, he says, saw sales rise as much as 75 percent.

Not all franchisees have seen that kind of success, though, says Diane Wehr, board chair for the NAASF.

"We didn't have the surge that some other markets did," she says of her seven Birmingham, Alabama, stores. "Nevertheless, we did great."

But the numbers were not consistent across the board, she says, adding that stores with captive markets, such as those on college campuses or military bases, probably didn't fare so well.

"There are people in Subway thinking \$5 was not the right number," Mulligan says. "Some say we should have started at \$5.99."

In Mulligan's hurricane- and recession-battered south Florida market, \$5 seems to have been the magic number. While some Subways only offer a few sandwich varieties at the \$5 price, Mulligan's store charges \$5 for any footlong, no matter what type. He acknowledges that means some sandwiches, such as the Chicken Bacon Ranch, are discounted more than others but says it's worth it.

"I'm very happy with it," he says.

Mohammed says the best way to take advantage of a \$5 price point, however, is to incorporate it as part of a menu that's tiered by price.

"What's important about Boston Market is that they have choices above \$5," he says. "They can get people to trade up. So you get the price-conscious people, but you also have more options for people to spend more at your [restaurant]."



The \$5 price point is an important part of the new vernacular in the restaurant industry."

Jamie Hartford is a regular contributor to [QSRmagazine.com](#). Contact her at jamie@qsrmagazine.com.

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SUBWAY(R) Restaurant Chain Introduces \$5 Footlongs

Mon Mar 24, 2008 12:17pm EDT

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A "Thank-you" to Customers for Making the Subway Footlong Famous MILFORD, Conn.--(Business Wire)-- SUBWAY(R) restaurants today announced an offer that may turn sandwich fans everywhere into SUBWAY(R) sandwich fanatics. With its new \$5 footlong promotion, which begins today SUBWAY(R) restaurants offers consumers its own take on an enticing economic package.

"There's no debating this promotion will help give busy Americans some pocketbook breathing room and provide an easy grab-and-go meal solution," said Jeff Moody, CEO of the Subway Franchisee Advertising Fund Trust. "We're committed to offering great-tasting meals using the freshest ingredients at a superior value."

The offer gives customers up to a 25 percent discount off the famous footlong subs. According to Moody, the special offer is the chain's way of thanking consumers for making SUBWAY(R) footlong sandwiches number one globally. In the past 12 months SUBWAY(R) restaurants have sold enough footlong sandwiches to wrap around the globe almost 6 times.

With a wide array of great-tasting fresh ingredients to choose from and popular offerings like sweet onion chicken teriyaki, savory turkey breast and classic roast beef, one footlong SUBWAY(R) sandwich could be considered dinner for a single guy, a shared lunch for a mom and her kids, a before-the-game snack for teenagers, or lunch and dinner for a woman traveling on business. The offer on any regular \$5 footlong sub is available at participating SUBWAY(R) restaurants nationwide, giving consumers a chance to visit often and get to know the full menu of everyday value at SUBWAY(R) restaurants. Menu and nutrition details are available at [SubwayFreshBuzz.com](#).

The SUBWAY(R) chain is known throughout the world for offering a healthier alternative to traditionally fatty fast food and as consumers begin looking to cut back their spending on luxuries, such as dining out, it is nice to know that the SUBWAY(R) chain's philosophy has always included a commitment to customer satisfaction through offering high quality food with exceptional service and good value.

For more information about the SUBWAY(R) chain, visit [www.SubwayFreshBuzz.com](#).

SUBWAY(R) is a registered trademark of Doctor's Associates Inc.

ABOUT SUBWAY(R) RESTAURANTS: The SUBWAY(R) restaurant chain is the world's largest submarine sandwich franchise, with more than 28,500 locations in 86 countries. In 2002, the SUBWAY(R) chain surpassed McDonald's in the number of restaurants open in the United States and Canada. The chain has also passed McDonald's in Australia and New Zealand. Headquartered in Milford, Conn., the SUBWAY(R) restaurant chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey - one that made it possible for thousands of individuals to build and succeed in their own business. The SUBWAY(R) chain was named the number one global franchise opportunity by Entrepreneur magazine in its Annual Franchise 500 Ranking for 2008. For more information about the SUBWAY(R) restaurant chain, visit [www.subway.com](#). SUBWAY(R) is a registered trademark of Doctor's Associates Inc.

Current Lifestyle Marketing
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AD REPORT CARD

Jingle Hell

The diabolical geniuses behind Subway's "five-dollar foot-long" song.

By Seth Stevenson

Posted Monday, April 21, 2008, at 7:21 AM ET

The Spot: Various people and creatures (a police officer, a flight attendant, a Godzilla-type monster) hold up five fingers and then, using their outstretched palms, indicate a distance of roughly one foot. Meanwhile, a song plays. The lyrics, repeated again and again: "Five. Five dollar. Five dollar foot-long."



For a limited time, Subway is offering a special deal: foot-long subs for \$5. Foot-longs were once Subway's "stock in trade," according to Chief Marketing Officer Tony Pace, but in recent years the smaller 6-inch subs have overtaken them in popularity. (The 6-inchers are often sold as part of a package deal—including a drink and a snack—designed to compete with other fast food outlets' value meals.) "We wanted to get back to our heritage," says Pace, "as a place where you can get a foot-long sub."

How to convey this vital information to the public at large? To ad agency MMB, the advent of a \$5

foot-long seemed in itself momentous and compelling enough that elaborate persuasive efforts could only cloud the issue. The key was to be as straightforward as possible. So the team devised a simple hand gesture to symbolize the \$5 price and the ample length of the sandwich. This semaphore had a pleasing parsimony. But it still required some explanatory copy.

"We didn't want any blabbing," say Jerry Cronin and Jamie Mambro of MMB. "It was just, let's see how many times we can say 'five dollar foot-long.' Let's mention it as many times as possible without making someone hurt us. We wanted to make sure no one would miss the message." They quickly realized the best way to accomplish that goal (barring an embrace of the controversial "[HeadOn: Apply directly to the forehead](#)" method) was to embed the phrase in a jingle.

The resultant, maddeningly catchy ditty has spawned, among other responses, a YouTube [horror-parody video titled "\\$5 Curse,"](#) in which a man goes slowly insane as he attempts to dislodge the tune from his skull. Comments posted by viewers of this video include: "I have this exact same problem. Thank you for making this video!"; "LOL. yes!! dude. this is me in my apartment"; and "I, too, am a victim of the \$5 curse. My daughter and I were singing it together with the harmonies while doing the dishes after dinner tonight."

I think the song's genius (I myself have been known to hum along) lies in its blending of stubborn repetition with a haunting and imploring chord progression. It's a far cry from the pat, upbeat vibe of your standard jingle, and it's this unexpected quality that perks up our ears and sticks in our minds. I called the composer, Jimmy Harned (of the boutique music outfit Tonefarmer), to see whether he might confirm my notion that there's something ominous going on in his work.

"The chord structure does imply something dark," he agreed, getting out his guitar to demonstrate over the phone. "On the word *long*, [the guitar part] goes down from a C to an A-flat," he said, strumming, "which is kind of a weird place. It's definitely not a poppy, happy place. It's more of a metaly place. But at the same time, the singing stays almost saccharine." (The vocals shift to form an F minor over the guitar's A-flat.)*

(I didn't get the sense that there'd been a conscious strategy at work here. Tonefarmer's songwriters whipped up seven or eight jingle candidates for Subway—including a Weezer sound-alike and a ska-inflected number—with the hope that one tune would be chosen and, in a best-case scenario, develop into an [earworm](#). Harned paused to self-analyze only after the fact, when I requested that he look more closely at what he'd wrought.)

More and more, ad agencies don't bother to commission songs; they instead just buy up cool indie tracks to run behind ads. (A recent example—and an ad I love: the [Nike Sparq spot](#) in which footage of athletes is expertly edited to a Saul Williams track.) When original music does come into play, it's often instrumental, mood-setting wallpaper. The in-your-face jingle, with product-specific lyrics, is something of a lost art.

But take heart, jingle fans—they're still out there. [Dunkin' Donuts hired They Might Be Giants](#) to pen a series of short songs about coffee and smoothies and such. And the current campaign for FreeCreditReport.com makes bold use of [infectious musical storytelling](#). While the Subway jingle is more a demi-jingle, with very little build and no verses, the FreeCreditReport.com songs are full-blown ballads—which of course include carefully enunciated mentions of the brand, in this case literally spelled out. The songwriter for these spots was David Muhlenfeld of the Martin

Agency, who says he "went away with my guitar and some cheap Chianti" to find inspiration. When I asked Muhlenfeld whether he used any particular tricks to make the tunes catchy, he replied: "Repetition alone will make something stick in a listener's head. The question is, once your song is in their head, will they want to stick that head in an oven?"

And that pretty much captures the risk inherent in jingle usage. It also perhaps explains why jingles enjoy limited popularity with today's advertising execs. When a jingle's bad, it's *very* bad. Or as Cronin and Mambro put it: "Done wrong, it can make your eyes bleed."

Grade: B. No great shakes here, but anyone watching the ad will 1) probably be arrested by the colorful visuals and memorable tune and 2) almost certainly receive the message that \$5 foot-longs are available at Subway. So, mission accomplished. Granted, the song does grow irritating with repeat exposures. (I won't be sad when it disappears from the airwaves, and I won't be listening to the extended dance remix available for download at the [Subway Web site](#).) But thanks to its atypical harmonies, I think this jingle manages to stop just shy of encroaching on eye-bleeding, head-in-oven territory.

Got an ad you'd like to see reviewed? E-mail your suggestions to adreportcard@slate.com.

Correction, June 5, 2008: *Although composer Jimmy Harned initially stated that the jingle's chord structure "goes down from a C to an A-flat," he later clarified that while the guitar part does go to an A-flat, the more prominent vocals are voicing an F minor. ([Return](#) to the corrected sentence.)*

*[Seth Stevenson](#) is a frequent contributor to **Slate**.*

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Subway launches \$5 foot long LTO

10 Feb 2009

Orange Country (Calif.) Register: Subway is launching a limited-time 5-foot-long sub promotion, the company has announced. All 20 of the chain's sandwiches will be available under the "five-dollar foot-long" deal.

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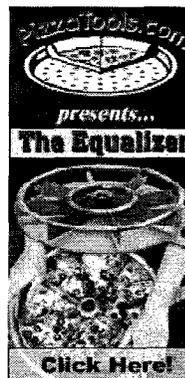
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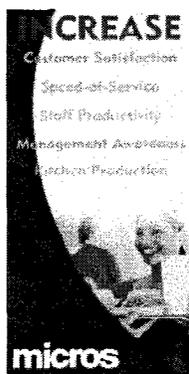
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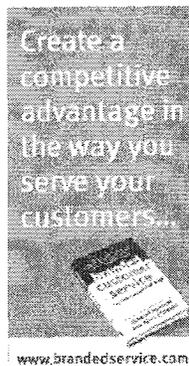
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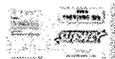
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- [Free \\$2 subway gift cards for CA residents](#)
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 - * We are distributing 142,500 SUBWAY® gift cards as part of a settlement agreement with the State of California due to claims made that advertised specials were not honored in certain locations.
 - * Be sure you tell your friends how they can request a card of their own.
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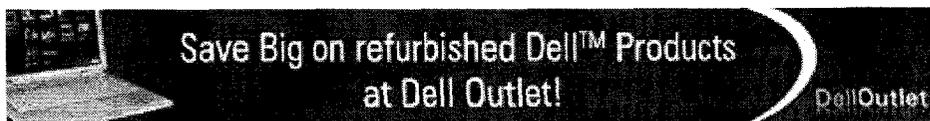


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Calories in Subway - Footlong Spicy Italian on Monterrey Cheddar

Nutrition Facts

Subway - Footlong Spicy Italian on Monterrey Cheddar

Servings: 1 of 1 sub

Calories	1440	Sodium	4400 mg
Total Fat	60 g	Potassium	0 mg
Saturated	24 g	Total Carbs	168 g
Polyunsaturated	0 g	Dietary Fiber	12 g
Monounsaturated	0 g	Sugars	26 g
Trans	0 g	Protein	62 g
Cholesterol	130 mg		
Vitamin A	0 %	Calcium	0 %
Vitamin C	0 %	Iron	0 %

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Search our food database:

Other items from Subway:

- [Tuna Sandwich - Sweet Onion on Wheat](#)
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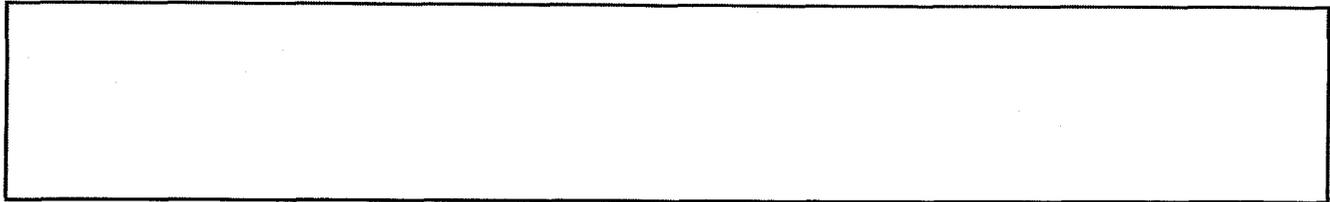
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4/30/08 | Subway \$5 Sandwich

[Currently Eating: Wheat Toast]



This post could probably be summed up in just one paragraph of extremely short sentences:

Subway. Foot-Long Sandwich. \$5. No Coupon required. Limited Time.

Done.

Ok, well I did do a little more work than that. I actually bought the sandwich and I took some pictures. I have been wanting to make a few posts about Subway on **Cheap Eats** for awhile now, and not because I think **Jared** is the coolest thing since sliced baguettes. (Actually, am I the only one who thinks he used up his 15 minutes many, many moons ago? Seriously, he seems like a nice guy but I was getting tired of his story.)

No, the real reason I haven't made a post on **Subway sandwiches** yet is because every single time I order them I'm so hungry that I can't be bothered with taking photos. For me, Subway is the fast food solution for days where I absolutely need to eat something immediately but don't want to eat a hamburger, chicken or taco. We often do a pickup on weekends when I'm doing home repairs along with my dad - we could just make a sandwich but picking one up saves time. It's fast, cheap, healthier than hamburgers and (usually) fresh.

What with the Recessedepression™ looming, fast food companies are pulling out the stops. This is great for Cheap Eaters. The **5 Dollar Footlong Deal** sure got me in the door. What I like about it is **you don't have to buy a drink**. For as we all know, fast food companies clean up on the margins for soft drink sales. The deal is also good for ANY footlong, which means you don't have to worry if it'll apply to your favorite sandwich. It also provides opportunity for some sort of variety.

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Subway's \$5 Foot-Long Meatball Sub

Posted on **Saturday, June 14th, 2008** by **Timothy, Editor**.

Categories: [Fast Food Reviews](#), [Sub & Sandwich](#)

BIG and BAD — with the BALLS to back it up!

Sorry about that, it's not often I post about a foot-long meatball sub, and I wanted a good introduction. However, despite the colorful description, it's an accurate one. This is a big sandwich with some serious balls. There it goes again, but how can I avoid it? The focus of this sandwich are the big juicy meaty balls. SEE, there's no way to write this review without sounding funny and suggestive, but I shall do my best.

The meatball sub has been a regular item at Subway as long as I can remember. It's a good sandwich, and consistent. I must have eaten 100 of these over the past ten years, either 6-inch or foot-long. I recall very few incidents of disappointment.



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There are Eight Favorite Regular Footlong Sandwiches to Choose From! -- The response to the SUBWAY® chain's recent \$5.00 Regular Footlong Sub Sandwich promotion has been nothing short of phenomenal, because our customers have expressed their delight and desire for the value and variety available on SUBWAY® menus across the USA.

SUBWAY® restaurants nationwide feature a choice of eight regular footlong sub sandwiches for only \$5.00, for a limited time. These eight \$5.00 footlong sub favorites from the "SUBWAY® Every Day Value Menu" are: Meatball Marinara, Cold Cut Combo, Spicy Italian, Veggie Delite®, Black Forest Ham, Oven Roasted Chicken Breast, a BLT (bacon, lettuce, tomato), and Tuna.

SUBWAY® restaurant customers can customize any of their favorite subs on gourmet-inspired breads - freshly baked in each store - then topped by a generous selection of crisp veggies,

cheeses, sauces and condiments. Upon request, sub sandwiches are “fresh Toasted™” all the way through, to enhance their flavor and texture.

This eight regular footlong \$5.00 sub value may also be applied to subs requested as part of a SUBWAY® combo meal, adding a Fit Side option, and a 21-ounce fountain drink. The \$5.00 offer does not pertain to “premium” or “Double-Stacked™” sub sandwiches, wraps, or salads. Other SUBWAY® footlong subs remain at their current menu price.

SPECIAL NEWS

As long as we are talking about being healthier...Welcome to Subway! Subway has been the key to eating healthy on the run for years. We are excited to be including them in our program and hope to be able to include all 110 Subways in Central Kentucky soon. These first 7 stores are piloting the program, so pay careful attention to the locations as not all Subway stores will honor these offers.

The stores participating are on **Waller Avenue, in Brannon Crossing (Nicholasville), Crossroads (125 E. Reynolds Rd.), Richmond Rd. (115 N. Locust Hill), Eastland, Hamburg Walmart Location, and Hamburg (next to Party City).** Help us bring SuddenValues to all Central Kentucky Subway's by printing the buy-one-get-one-free offer and using it this week. Feel free to forward it to your friends. For this great offer, [click here](#).

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YouTube - SUBWAY "FIVE DOLLAR FOOTLONG" COMMERCIAL

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YouTube - Subway Five dollar Foot Long Commercial (Hula)

... foot long ... 0:31. Subway 5 Dollar Foot Long Commercial. 1,253 views ... 0:30. Subway Five Dollar Foot Long Commercial. 5,460 views ... www.youtube.com/watch?v=PZE1zfVajR0 - 98k - [Cached](#)



Subway: Five Dollar Footlong Monster

www.youtube.com/watch?v=xiL8tafYcxc - 68k - [Cached](#)



YouTube - ANY \$5 foot long commercial

... Subway \$5 foot ... Subway Sandwich. 41 views. asnpiggy48. Added. 0:48. FIVE DOLLAR FOOT ... 0:30. Subway Five Dollar Foot Long Commercial. 6,376 views ... www.youtube.com/watch?v=66gvCS3ilRo - 98k - [Cached](#)



YouTube - Get a \$5 dollar foot long now! At subway

i would like to dedicate this pointless video to a dude named ... 5 Dollar Foot Long-Subway and Quiznos. 6,911 views. greatcommercials. Added. 0:53 ... www.youtube.com/watch?v=3sWipjj7cAs&feature=related - 99k - [Cached](#)



YouTube - Subway Five Dollar Foot Long Commercial

Yeah for a limited time. 5\$ foot long Subs. Any sub for five dollars. ... 0:31. Subway 5 Dollar Foot Long Commercial. 1,269 views. Creedrocks123. Added. 0:31 ... www.youtube.com/watch?gl=CA&hl=en&v=D2YeytkM6eM&feature=related - 88k - [Cached](#)



YouTube - \$5 Dollar Foot Long Subway Commercial

Jazmine, Jasmine and Candice singing the Subway commercial on the Bus. ... parody spoof subway five dollar footlong foot long for sub commercial metro bus ... www.youtube.com/watch?v=sZ3k8wCk5AQ&feature=related - 109k - [Cached](#)



YouTube - Five Dollar Foot Long Song- Flight by Midnight

A really random recording while bored in a practice session.Lyrics:TodayI went to subwayI looked in the doorAnd ... Dollar Foot Long Subway Bored Flight ... youtube.com/?v=ZyyLiXUnas - 94k - [Cached](#)

YouTube - Five dollar foot long (anime)

Five dollar **foot long** with anime ... Naruto 5 Dollar **Foot Long**.
1,476 views. Grahhmiiiie. Added. 01:22. **Subway \$5 Footlong Baby**
Dance ...

ca.youtube.com/watch?v=8cEa4lq4-4U&feature=related - 108k -
Cached



YouTube - Five Dollar Foot Long Guy

Five dollar **foot long** from the **subway** commercial performed by
Brad Brown. ... Five Dollar **Foot long** guy footlong **subway** sub
way tv commercial godzilla Brad Brown ...

[www.youtube.com/watch?](http://www.youtube.com/watch?gl=CA&hl=en&v=jpb7axrVWBo&feature=related)
gl=CA&hl=en&v=jpb7axrVWBo&feature=related - 104k - [Cached](#)



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