

**Tubby's Detroit Original Sub Shop Since 1968
Launches New Ad Campaign
Taste Tubby's Again.**

Press Release
Fraser, MI

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You remember the jingle...**"Tubby's Submarine...Wap, Wap, There's no substitute, just no substitute for Tubby's"** Well, Metro Detroiters will be hearing the catchy jingle on television and radio over the next few months.

Tubby's is launching a re-branding effort to promote its 64-sub shop chain in Metro Detroit. The goal is to encourage consumers to **Taste Tubby's Again for the very first time**. While competition has increased, there is no denying that **Tubby's Grilled Subs are much tastier** than competitor's micro-waved/toasted subs.

To kick off the campaign, Consumers can now enjoy a 12-inch Tubby's Grilled Steak N Cheese Sub for only \$5.99. Limit 3 please. Click on Tubby.com to find a location near you. Offer ends 2.19.12.

Mousetrap Mobile in Royal Oak has redesigned Tubby.com and coordinates all social media and mobile text promotions. eBuyMedia Inc. a full service ad agency in Plymouth, MI has written and produced new television and radio ads for Tubby's current campaign and is handling its media buying.

Tubby's was founded back in 1968 by the Paganes family and has grown to 64 locations throughout Metro Detroit. It's a True Detroit Original. **Taste Tubby's Again...For The Very 1st Time...Oh I Love Those Tubby's!**