

CHANNEL ONE LAUNCHES HEALTHY LIVING PROGRAM INITIATIVE

- Year-Long Series ‘One Step to a Better Me’ Informs Teens on Benefits of Sensible Diet and Lifestyle; Offers Resources to Encourage Teens’ Commitment to a Healthier Routine -

NEW YORK, NY -- (January 18, 2006) -- Channel One, the preeminent news and public affairs content provider reaching more than seven million students in middle schools and high schools across the country, today announced the launch of its year-long programming initiative, ‘One Step to a Better Me.’ The incidence of childhood obesity in the U.S. continues to escalate, pointing to the dire need for a renewed commitment to educating America’s teens on the benefits of sensible diet and lifestyle.

Sponsored by SUBWAY® restaurants, a leading national franchise offering conscious consumers fresh, low-fat alternatives, ‘One Step to a Better Me’ will feature comment from a team of experts doling advice, how-to’s and tips on everything from portion control, organized and non-organized physical activity and recipes for healthful snacking. Through the end of the school year, a ‘One minute tip’ will air each week as part of the Channel One News broadcast. Sports figures (such as surfing champion Bethany Hamilton), nutritionists and others will offer informed perspective on a broad range of related topics. Additional feature-length programs on the topic will also air.

“SUBWAY® has built a platform around providing healthier options. Channel One’s campaign shares that purpose, using its reach in schools to provide creative, informative content and interaction with our country’s teens, their teachers and parents,” said Suzanne Landino, Marketing Manager for SUBWAY® restaurants.

ChannelOne.com will provide interactive features that encourage teens to follow a healthier lifestyle. The Web site will make available food and activity journals, BMI and calorie calculators and pacts for parents who want to lend support. Content and features will be added and archived throughout the year. Through ChannelOneNetwork.com – the teacher/parent-centric Web site launched this school year - lesson plans will be offered to educators looking to integrate healthy living into their course curriculum.

Judy L. Harris, president and CEO of Channel One said, “We’ve all seen the alarming statistics that substantiate the health crisis our teens face. The good news is that a concerted effort to step up education can reverse the trend. Channel One’s ‘One Step to a Better Me’ campaign will not only reach millions of students but the educators and parents that play a part in influencing and encouraging them.”

Harris continued, “We are pleased to have SUBWAY® sign-on as a sponsor. Among the national franchises out there, they took an aggressive approach to healthy living early on and the commitment continues with their support of Channel One’s campaign.”

Now in its 15th year of broadcasting, Peabody Award-winning Channel One News is the leading source of news and information for young people. The 12-minute news

broadcasts are delivered daily. Channel One News and its Webby award-winning Web site, ChannelOne.com, feature stories on breaking news and relevant issues that affect the world, the nation and, specifically, America's teenagers.

About Channel One

Peabody Award-winning Channel One is the preeminent news and public affairs content provider reaching more than seven million teens in middle schools and high schools across the country, nearly 30% of teenagers in the U.S. In recent months, Channel One News has covered fast-breaking world events from regions such as Iraq, Kuwait, Afghanistan, Thailand, Sri Lanka, Jordan, Cuba, Venezuela, North Korea, Myanmar, and Qatar. Channel One News programming has been featured on leading networks and news programs, including CNN, ABC News, the WB, Nightline, and The Today Show. Visit the Webby Award-winning website ChannelOne.com to learn more.

About SUBWAY® Restaurants

The SUBWAY® restaurant chain is the world's largest submarine sandwich franchise, with more than 24,500 locations in 82 countries. In 2002, the SUBWAY® chain surpassed McDonald's in the number of restaurants open in the United States and Canada. Headquartered in Milford, Conn., the SUBWAY® 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® chain was named the number one franchise opportunity in all categories by Entrepreneur magazine in its Annual Franchise 500 Ranking for 2005 – for the 13th time in 17 years! For more information about the SUBWAY® restaurant chain, visit www.subway.com. SUBWAY® is a registered trademark of Doctor's Associates Inc.

Media Contact:

Amanda Cheslock, Sloane & Company, 212.446.1884, acheslock@sloanep.com