

August 26, 2015

VIA CERTIFIED MAIL – RETURNED RECEIPT REQUESTED

Suzanne Greco
President
Subway World Headquarters
325 Sub Way
Milford, CT 06461

Dear Ms. Greco:

Re: Request for meeting regarding Friendly WiFi at Subway

I am writing to you as the President and CEO of Enough Is Enough[®] (EIE), a nationally recognized 501c3 organization dedicated to protecting children from Internet-initiated sexual exploitation and as a principal in DRH Enterprises LLC representing Friendly WiFi America.

In light of the ripple effects of Jared Fogle's criminal actions, it is my hope that we may be a part of the process that bolsters the Subway brand in the marketplace. We know that his situation does not reflect the way you do business at Subway, and can only imagine how much of a public relations challenge this must be.

Obviously, Subway didn't make the significant investment in Mr. Fogle expecting any of this. However, perception is reality to many people. When people think of Subway today, there's an immediate mental connection to your past spokesman. Also in news reports about Mr Fogle, it is clear that he used the Internet to view child pornography and to gain access to potential victims. While there's no indication he engaged in such activity in or around Subway facilities, we believe there is an opportunity for your company to reverse the public's misperception of these circumstances.

Unfiltered Internet access for your customers leads to the unintended consequences of open access to hard-core pornography, child pornography, child exploitation, and sexual predation. Additionally, children are able to access free pornography through unfiltered public WiFi hotspots by easily bypassing parental controls installed on their tablets, smart phones and other Internet-enabled devices.

Also, through your current unfiltered Internet access, Subway is allowing patrons to view illegal child pornography and even seek opportunities to sexually exploit children or teens. None of these scenarios match the family-friendly environment that you have worked so hard to create in your restaurants. According to federal officials, public WiFi services are increasingly being used to traffic child pornography and the sexual solicitation of children. These criminal felonies are difficult to deter because of the anonymity offered by open WiFi hotspots.

Imagine this positive message in the media: *“Subway Restaurants are pleased to become the first company in America to join the “Friendly WiFi” initiative to protect children and adult patrons from viewing inappropriate Internet content from in our restaurants. By proactively filtering child pornography and pornography on our public WiFi daily, Subway is committed to provide a safe and family-friendly environment to give you and your family peace of mind.”*

Evidence confirms that corporate policies that emphasize a safe and family-friendly environment benefit both your patrons and your corporate brand. Recent research shows that when policies and interventions by an organization or company set a clear standard of safety and accountability, the level of sexual harassment and other inappropriate behavior decreases. A clearly stated safe and friendly WiFi policy combined with effective filtering of child pornography and pornography sends a clear

signal that this kind of activity will not be allowed and is not what Subway stands for.

By implementing a safe friendly WiFi policy and effective filtering in your venues here in the United States, Subway will:

- Prevent children, teens and other patrons from being exposed to pornography and child pornography when using your WiFi services;
- Prevent children and teens from easily bypassing filters and other parental control tools set up by their parents on their smart phones, tablets and laptops by logging onto Subway's open hotspots;
- Prevent sexual predators from accessing illegal child pornography and flying under the radar of law enforcement by using your free WiFi services;
- Avoid a potential hostile work environment for Subway employees;
- Reinforce your hard-earned family-friendly brand;
- Establish your company as a leader in the USA on Internet safety policies; and
- Maintain consistency regarding corporate best practices and family-friendly policies.

In the fall of 2014, Enough Is Enough[®] launched the National Porn Free WiFi Campaign, which includes an online petition urging businesses to lead the way in filtering their WiFi services. You can read more at www.friendlywifi.org. Additionally, 75 national and local non-governmental organizations representing Internet safety, anti-trafficking, anti-pornography and child sex abuse prevention are supporting the National Porn Free WiFi initiative in partnership with Enough Is Enough[®]. In addition, my company, DRH Enterprises LLC, entered into an exclusive agreement with RDI, Ltd., the U.K. company behind the "Friendly WiFi scheme", to conduct the Friendly WiFi accreditation program here in the United States.

The Friendly WiFi accreditation "scheme" launched in 2014 under a U.K. initiative led by Prime Minister David Cameron has taken the U.K. by storm. Numerous companies, some of which are U.S. Based Corporations, have joined the "Friendly WiFi scheme" in the U.K. and are providing filtered Internet access that blocks child pornography and pornography in each of their public venues.

We would welcome the opportunity to meet with your representatives as soon as possible to discuss the matter of effective filtering in your restaurants, nationwide. I can be reached at 703-759-6862 or via email at ricehughes@aol.com.

On behalf of the broad coalition of concerned citizens and the 75 organizations that comprise EIE's Porn Free WiFi Coalition, we look forward to a future of safe and family-friendly WiFi in Subway locations across the country.

Thank you for your prompt consideration of our initiative to assist you in this difficult time.

Sincerely,

Donna Rice Hughes
President and CEO
Enough Is Enough[®]

Principal,
DRH Enterprises, LLC.

cc.
Fred DeLuca – CEO
Peter Buck – CFO
Don Fertman - COO
Michelle DiNello – Director of Corporate Communications