



## Lenny's Franchisor, LLC Press Kit Second Quarter 2010

# Lenny's Fact Sheet

## **What is Lenny's Franchisor, LLC?**

Lenny's Franchisor, LLC is the franchisor of Lenny's Sub Shop.

## **What is Lenny's Sub Shop?**

Lenny's Sub Shops are known for providing their guests with more food, more taste, and more personality. Lenny's is a genuine Philadelphia-style sub shop offering fresh baked bread and the finest quality deli meats and cheese – sliced fresh and made to order. Our great tasting world-class Philly Cheesesteaks are served hot off the grill.

Since the beginning, Lenny's commitment to quality and attention to detail has gone into every restaurant and sub sandwich. This dedication has helped Lenny's to become one of the fastest growing sub sandwich chains in the country. Today, Lenny's Sub Shop continues to expand throughout the United States by offering multi-restaurant franchise opportunities. Our generous sandwiches and unprecedented service are reasons why our loyal guests say they prefer a Lenny's sub hands down to our national competition. Why? Lenny's puts back what has been missing in the sub sandwich business – More Food, More Taste, More Personality!<sup>™</sup>

## **When was Lenny's founded?**

The first Lenny's Sub Shop® opened in 1998 in a suburb of Memphis, TN to satisfy cravings for authentic subs and Philly Cheesesteaks. Though Lenny's Sub Shop® was originally planned as a single unit restaurant, the tremendous reception from guests at the first location prompted rapid growth and the concept soon became franchised. Lenny's, now owned by Lenny's Franchisor, LLC, continues to expand across the country.

## **Where are Lenny's Sub Shops located?**

Lenny's operates over 150 restaurants across the country. All Lenny's Sub Shops are independently owned and operated franchises. Lenny's has granted hundreds of franchises in 20 states including Alabama, Arkansas, California, Colorado, Florida, Georgia, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Missouri, New Mexico, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

## **Where is Lenny's Franchisor, LLC headquartered?**

8295 Tournament Drive, Suite 200

Memphis, TN 38125

Tel: (901) 753-4002

Fax: (901) 753-4395

Website: [www.lennys.com](http://www.lennys.com)

## **Who is the Chairman and Chief Executive Officer?**

George H. Alvord

## **What is the company mission:**

More Food, More Taste, More Personality!<sup>®</sup>

## Lenny's History

The creation of a truly great sub is no small feat. At Lenny's we pride ourselves on serving up **Authentic Philly Cheesesteaks & the Deli Fresh Experience™**. Since the beginning, Lenny's commitment to quality and attention to detail has gone into every restaurant and every sub sandwich.

Lenny Moore, the founder and former owner of Lenny's Sub Shop® opened the first restaurant in 1998 in a suburb of Memphis, TN to satisfy cravings for authentic subs and Philly Cheesesteaks. Though Lenny's Sub Shop® was originally planned as a single unit restaurant, the tremendous reception from guests at the first location prompted rapid growth and the concept soon became franchised. Lenny's, now owned by Lenny's Franchisor, LLC, continues to expand across the country.

Lenny's is the only place to find **Authentic Philly Cheesesteaks & The Deli Fresh Experience™**. We slice our meats and cheeses fresh to order and pile them high on fresh baked bread. With about a half pound of meat and cheese on the regular size sub, and about a full pound on the large size sub, Lenny's provides an unmatched value for our guests' hard earned dollars. Our Philly Cheesesteak is cooked fresh to order and is served hot off the grill.

Lenny's commitment to its guests is clear – **More Food, More Taste, More Personality®**. Our commitment means that substantial portions, quality produce and great customer service can be found in every Lenny's Sub Shop®.

# Lenny's Franchisor, LLC Management Biographies

## **George H. Alvord, Chairman and Chief Executive Officer**

George Alvord is Chairman, CEO and majority owner of Lenny's Franchisor, LLC, parent company of Lenny's Sub Shops. Mr. Alvord, who has over forty-five years of food service experience, is the former CEO of Dobbs International, a global market leader in airline catering. During his tenure at Dobbs, he more than doubled the catering company's sales, propelling the company to the number two position in the world.

Mr. Alvord and 15 other Memphis investors purchased the Lenny's Sub Shop chain in 2004 from founders Len and Sheila Moore. Mr. Alvord's goal is to create a world-class franchising organization that would elevate Lenny's to a well-known national brand. To date, Lenny's has granted rights to open over 500 more restaurants in Tennessee, Mississippi, Arkansas, Alabama, California, Georgia, Illinois, Virginia, Michigan, Florida, North Carolina, Texas, Oklahoma, Missouri, California, South Carolina, Nevada and New Mexico.

Prior to Lenny's Franchisor, LLC, Mr. Alvord held executive positions with the Marriott Corporation and the Servomation Corporation.

Mr. Alvord is a former member of the University of Memphis Board of Visitors; Chairman of the Board of Advisors for the Fogelman College; and a member and former Chairman of the Memphis Development Foundation (Orpheum Theatre.) Mr. Alvord attended Westminster College in Fulton, Missouri, and graduated with a Bachelor of Science degree from Central Missouri State University. Additionally, Mr. Alvord has completed graduate hours in the areas of marketing and finance. He and his wife have four children and six grandchildren, and reside in Memphis, Tennessee.

## **Brent H. Alvord, President**

Brent H. Alvord was a key member of the team that acquired Lenny's and has been instrumental in Lenny's rapid growth. He has helped establish the foundations for world class departments in the areas of finance, marketing, operations, purchasing, information technology, restaurant construction, and franchise sales. Alvord has helped sell over 500 restaurants and is also responsible for the creation of a proprietary point of sale software that networks all restaurants to provide business intelligence and marketing information. Prior to Lenny's, Mr. Alvord worked at LNR Properties in Miami Beach, FL, where his duties included planning and strategy, investor and rating agency relations, and work on a variety of complicated financial transactions. Before LNR, Mr. Alvord worked for AOL, where he was involved in the launch and IPO of an international division, and worked on international consolidation and planning, online business intelligence systems, and marketing. Prior to AOL, Mr. Alvord worked at the corporate headquarters for Burger King, where he helped analyze and support all aspects of the company restaurant portfolio. Mr. Alvord began his career in the finance department at Federal Express at its Memphis headquarters. He has a Masters in Business Administration degree from the University of Memphis. Mr. Alvord and his wife have two young boys and reside in Memphis, Tennessee.

**Carl Jacobson, General Counsel and Chief Administrative Officer**

Carl Jacobson is the General Counsel and Chief Administrative Officer of Lenny's Franchisor, LLC. Mr. Jacobson graduated from the Vanderbilt University School of Law in 1983, spent four years as a prosecutor in the United States Army Judge Advocate General's Corps, and spent the next 12 years in the private practice of law in Memphis, Tennessee, where he devoted most of his time representing businesses in commercial and employment litigation.

In 1999, Mr. Jacobson went in house with one of his clients, Dobbs/Gate Gourmet, as General Counsel and Vice President of Human Resources for the world's second largest airline caterer, where he remained until he joined Lenny's. Mr. Jacobson leads all corporate strategic and tactical legal initiatives for Lenny's Franchisor, LLC. He provides legal counsel and direction to all levels of management and is involved in negotiating and finalizing various contracts and business transactions. In addition to overseeing the operations of the Legal Department, he oversees the Human Resources, Education & Development, Logistics and Compliance Departments. Mr. Jacobson and his wife have five children and reside in Lakeland, Tennessee.