

*Exclusive "SUBWAY® Savings Days" Coupon Available Only at Participating Sacramento-area SUBWAY® restaurants*

**SACRAMENTO, STOCKTON & MODESTO-** (May 18, 2010) The California State Fair and SUBWAY® restaurants have teamed up for a second year to bring exceptional value to SUBWAY® patrons and State Fair fans alike.

"SUBWAY® Savings Days" will begin **May 17** and run through **July 13, 2010**. During this promotional timeframe, Sacramento, Stockton and Modesto area residents will be able to visit participating SUBWAY® restaurant locations and pick up a coupon good for one free admission to the California State Fair with purchase of an advanced unlimited ride wristband.

**HOW TO REDEEM**

Patrons can redeem the SUBWAY® Savings Days coupon in two ways.

1. Go online to [www.bigfun.org](http://www.bigfun.org); click on the "Buy Tickets" link; order a Wristband/Admission combo online, and when prompted, enter the promotional code found on the coupon.
2. Visit the Cal Expo Box Office during regular Box Office hours and present the coupon.

Each SUBWAY® Savings Days coupon is good for one (1) FREE General Admission Ticket to the 2010 California State Fair with purchase of one (1) Advanced Unlimited Ride Wristband. This discount offer is valid for State Fair wristband and admission purchases made from May 17 – July 13, 2010. But the wristbands and admission tickets may be used any one day of the California State Fair, which runs July 14- August 1, 2010.

**BIG FUN FOR EVERYONE**

The California State Fair is a unique event because so many activities are free with Fair admission, including concerts, stage shows, exhibits and more.

"The State Fair is a perfect destination for families because we have events and activities that appeal to all ages, and most preferences," said Norbert J. Bartosik, California State Fair CEO and General Manager. "With SUBWAY® Savings Days, State Fair fans can get an entire day of rides, shows and BIG FUN for one low price!"

**RIDE ALL DAY, ANY DAY!**

The California State Fair is honoring advanced unlimited ride wristbands every day of the State Fair. Patrons can buy them until 10 p.m., and ride until 11 p.m. Most rides are included, but all height and safety requirements still apply. For the best deal, carnival ride enthusiasts are encouraged to buy their wristbands in

advance and take advantage of the exceptional SUBWAY® Savings Days promotion.

**BUY EARLY, SAVE BIG!**

Discount State Fair tickets are available for sale until July 13 at [www.bigfun.org](http://www.bigfun.org). Prices are as follows:

<b>DISCOUNT STATE FAIR PRICES</b>		
<b>Available through 7/13/10 ONLY!</b>		
<b>Item</b>	<b>Price</b>	<b>Savings</b>
<b>General Admission Ticket</b>	\$10	Save 17%
<b>Senior Admission Ticket</b> (ages 62+)	\$8	Save 20%
<b>Youth Admission Ticket</b> (ages 5-12)	\$6	Save 13%
<b>Child Admission Ticket</b> (ages 0-4)	FREE!	
<b>Poppy Pak</b> (Includes 4 Admissions, 4 Rides & 1 Parking Pass. Not available at the gate.)	\$39.95	Save up to 43%
<b>State Fair Season Pass</b> (NEW! Also valid for admission to Raging Waters Waterpark from 7/14-8/1.)	\$29.99	Save up to 87%
<b>Unlimited Ride Wristband</b> (Valid on most rides until 11 p.m. All height & safety requirements apply. Not recommended for children under 3 years old.)	\$28	Save up to \$20%

**NEW DATES! NEW ADVENTURES!**  
**The 2010 California State Fair will be held from July 14 to August 1**  
**at Cal Expo in Sacramento, Calif.**