

## QRVI Initiates Rebranding Program for Sobik's Sub Shops

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Quality Restaurant Ventures Inc. (OTC Pink Sheets: QRVI) announced today that it has initiated the first phase of a company-wide rebranding program for its fast-food affiliate, Sobik's Sub Shops.

Based in Orlando, Florida, Sobik's Sub Shops, <http://www.sobiks.com/>, currently has 40 locations with several new franchise contracts currently being negotiated.

"Every restaurant chain has to evolve and improve to keep up with the changing tastes and values of the public," explained Jodi Whitnum, QRVI Division President of Sobik's Sub Shops. "We've spent a considerable amount on new designs and interior merchandising to bring a fresh new look that broadens the image and appeal of our restaurants." The new enhancements also include items such as a baking oven, which will bring fresh baked bread into the spotlight, help create operating efficiencies and yield higher customer satisfaction with Sobik's sub products.

In addition to the remodeling program, the company's 2006 marketing program includes:

- 1) Reevaluating and upgrading menu item ingredients to deliver a higher-quality menu.
- 2) Development of a new marketing and advertising theme for 2006 to drive increased unit sales.
- 3) Expanded marketing program to secure new franchises and master area developers.

Since opening its first location in 1969, Sobik's Sub Shops has built a strong regional reputation in Central Florida. The first location to undergo the remodeling program is at 1051 W. Fairbanks in Winter Park, Fl. Five additional locations are now being scheduled for the remodeling program.

About Quality Restaurant Ventures Inc.

Quality Restaurant Ventures Inc. identifies and invests in regional fast-food concepts with high growth potential, enhancing their operations while preparing them to become national franchise opportunities. QRVI currently has investments in over 60 franchised restaurants.

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