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Man of the Month

ROBERT CVETKOVSKI

Many of Jon Smith Subs' most loyal customers and franchise supporters have compared CEO Robert Cvetkovski to a modern-day Ray Kroc. Like Kroc, Robert combines an unwavering commitment to quality with a vision that extends far beyond a single restaurant or market. Under his leadership, Jon Smith Subs has evolved from a beloved Florida brand into a rapidly expanding national and international franchise opportunity. Fans often remark that he even bears a striking resemblance to a young Ray Kroc, but those who know him best point to something far more important: the same entrepreneurial spirit, relentless work ethic, and ability to inspire others to believe in a bigger future. As Jon Smith Subs enters its next chapter of growth, Robert Cvetkovski is proving that great brands are built not only on great products, but on great leadership.



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CHRIS CIE CARTER: A PRODUCER WITHOUT BOUNDARIES

Chris Cie Carter has built a career by refusing to remain in one corner of the entertainment business. Based in South Florida, he is the founder of Chris Cie Carter Worldwide Productions, an independent company involved in film, television, music, photography and live entertainment. Carter brings a hands-on approach to each project, working with creative talent and production professionals to move an idea from its earliest stages to a finished experience for the audience.

Film and television remain central to his work. His company develops a wide range of programming, including documentaries, celebrity interviews, reality concepts, travel and food shows, children's entertainment and competition-based productions. The company's music work includes songwriting, arranging, recording, mastering and distribution, while its live-event division produces concerts, festivals, speaking engagements, celebrity appearances and private or corporate gatherings. For Carter, these areas are not separate businesses. They are different ways of telling stories and connecting with people.

Behind the production work is a personal outlook shaped by gratitude, perseverance and respect for the people who help make each project possible. Carter continues to pursue opportunities throughout South Florida and beyond, while maintaining the warm, positive spirit expressed in his familiar words: "Peace, Love and Happiness." In an industry that is constantly changing, Chris Cie Carter remains focused on creating, collaborating and turning promising ideas into memorable productions.

JON SMITH SUBS ANNOUNCES 10-UNIT SOUTH FLORIDA DEVELOPMENT AGREEMENT WITH AMIR DE SAUSSURE AND JASON COOK

Plantation Walk Location Under Construction as First of Ten Planned Restaurants

JUPITER, FL — Jon Smith Subs, the rapidly expanding restaurant brand known for its famous Steak Bombs, fresh-cut fries, and made-to-order menu, is proud to announce the signing of a 10-unit development agreement for South Florida with entrepreneurs Amir De Saussure and Jason Cook.

The partnership represents a significant milestone in the continued growth of Jon Smith Subs throughout the Sunshine State and beyond. The first restaurant under the agreement is currently under construction at Plantation Walk in Broward County, with additional locations planned throughout South Florida.

Plantation Walk is one of the region's premier lifestyle destinations, offering a dynamic live-work-play environment that combines residential living, office space, hospitality, dining, entertainment, and retail. The development provides an ideal setting for the Jon Smith Subs experience and its commitment to serving fresh, high-quality food cooked to order.

"We are thrilled to welcome Amir and Jason to the Jon Smith Subs family," said Robert Cvetkovski, CEO of Jon Smith Subs. "Their passion, business acumen, and commitment to excellence make them exceptional partners. We believe they will play a major role in expanding our brand throughout South Florida and introducing more communities to the Jon Smith Subs experience."

Founded in Jupiter, Florida, Jon Smith Subs has built a loyal following over nearly four decades by staying true to its roots: fresh ingredients, quality preparation, and exceptional customer service. The brand's signature Steak Bomb, marinated sirloin steak grilled fresh to order, has become a customer favorite and cornerstone of the company's success. "We are excited to join the Jon Smith Subs family and bring this incredible brand to new communities throughout South Florida," said Amir De Saussure and Jason Cook. "The quality of the food, the strength of the brand, and the support of the leadership team made this a compelling opportunity. We look forward to opening our first location at Plantation Walk and growing from there."

The Plantation Walk restaurant marks the beginning of a long-term development strategy that will bring ten new Jon Smith Subs locations to South Florida over the coming years.

As the brand continues its national and international expansion, partnerships with experienced operators like De Saussure and Cook reinforce Jon Smith Subs' commitment to strategic growth and operational excellence.

About Jon Smith Subs

Founded in 1988 in Jupiter, Florida, Jon Smith Subs is known for its famous Steak Bomb sandwiches, fresh-cut fries, and made-to-order menu. Built on a commitment to quality and consistency, the brand continues to expand across the United States and internationally while maintaining the principles that made it successful for nearly 40 years.

Media Contact: Robert Cvetkovski CEO, Jon Smith Subs www.jonsmithsubs.com

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Artist & Producer **Zachary Jacobson**

Gural & Jacobson, LLC announced today that Zachary "Zack" Jacobson has joined the feature film project *Buddy from Brooklyn* as executive consulting producer. The film is inspired by the life of his grandfather, Howard "Buddy" Jacobson, the prominent and controversial New York horse trainer whose career and later legal troubles became one of racing's most dramatic stories. Jacobson's appointment gives the production a direct family connection and access to personal history, racing knowledge and insight into the people and relationships that shaped Buddy's world.

"Zack brings a perspective no outside consultant could provide," said Jay Shapiro, writer and executive producer of *Buddy from Brooklyn*. "His family history, knowledge of racing and experience in film, music and visual art will be invaluable as we develop this story for the screen."

Jacobson comes from a Thoroughbred racing lineage spanning more than a century. His great-great-uncle Hirsch Jacobs was a Hall of Fame trainer, breeder and owner whose record-setting career left a lasting mark on American racing. Hirsch and his brothers, Sidney and Eugene Jacobs, established a family tradition that continued through later generations. Buddy Jacobson became one of New York's most successful and recognizable trainers during the 1960s and 1970s, and Zack's father is also widely respected within the racing community.

As executive consulting producer, Jacobson will advise on family history, racing culture, character development and the broader social world surrounding Buddy Jacobson. His involvement will help the filmmakers recreate New York racetracks, Manhattan nightlife and the interconnected worlds of racing, fashion, entertainment and organized crime.

In addition to being a racehorse owner, Jacobson is an artist, entertainer, film producer and musician. He and Shapiro share interests in visual storytelling, Indian art and culture, and gallery events that bring together artists, collectors and entertainment professionals. Their common creative outlook adds another dimension to the collaboration.

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