



**Contact:** Kathy Siefert  
Arby's Restaurant Group, Inc.  
678-514-4152/ksiefert@arbys.com

**ARBY'S® OFFERS NATIONWIDE INVITATION TO ITS ANNIVERSARY BASH**  
*64 Cent Classic Roast Beef Sandwiches on Saturday, July 23*

**ATLANTA** (July 21, 2011) – Nearly 50 years ago, two brothers from Ohio – Forrest and Leroy Raffel – set out to shake-up the fast food industry. Their vision: a quick service restaurant that served something other than the standard burgers and fries. Thus, on July 23, 1964, Arby's was born. In celebration of its anniversary, this Saturday, July 23, Arby's Restaurant Group, Inc. is offering customers nationwide its signature sandwich, the Classic Roast Beef, for just 64 cents all day long, with purchase of a 22 oz. drink (coupon required).\* To receive a coupon, people must "like" Arby's at [www.facebook.com/arbys](http://www.facebook.com/arbys).

The Classic Roast Beef sandwich is the hallmark of the Arby's experience featuring mouthwatering roast beef that is slow roasted for three hours in-store daily, then freshly sliced and piled high on a toasted sesame seed bun. For the signature Arby's experience, smother the Classic Roast Beef with tangy Arby's Sauce® or zesty Horsey Sauce®.

"For nearly 50 years, Arby's has offered a variety of sandwiches, signature sides and shakes that put people in a good mood," said Bob Kraut, Senior Vice President, Advertising & Marketing Communications, Arby's Restaurant Group, Inc. "We're excited to celebrate our anniversary by giving people a chance to try the sandwich that started it all at this special price."

***Some Arby's anniversary fun facts:***

- The first Arby's, in Boardman Ohio, had just 10 seats and was shaped like a Conestoga wagon
- In addition to the Classic Roast Beef sandwich, potato cakes and Jamocha shakes are two other original menu items that remain among the most popular today
- The Raffel Brothers originally wanted to name the restaurant "Big Tex," but settled on Arby's, which stands for R.B. (Raffel Brothers); to this day, many people still believe it stands for roast beef
- The neon cowboy hat has been an Arby's icon since the chain launched in 1964

For more information, or to download the coupon, please visit [www.facebook.com/arbys](http://www.facebook.com/arbys).

\*Arby's Classic Roast Beef sandwiches are available at 64 cents with purchase of a 22 oz. beverage. The offer is valid on July 23, 2011 with Facebook coupon during regular business hours at participating locations. Limit one coupon per transaction. Not valid with any other coupon or offer.

**About Arby's Restaurant Group, Inc.**

Atlanta-based Arby's Restaurant Group, Inc. is the second largest quick-service sandwich chain in the U.S. with more than 3,600 restaurants systemwide. In addition to its classic Roast Beef and Beef 'n Cheddar sandwiches, slow-roasted and thinly sliced in store daily, Arby's is also known for its deli-style Market Fresh® line of sandwiches and salads, Curly Fries and Jamocha Shakes. The latest news includes the 2011 introduction of Arby's first premium Angus beef menu line called Ultimate Angus. To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).

###