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**Arby's® Wants to Know...Do You Have What It Takes To Put America In A Good Mood?**

*Enter Casting Call Video Contest for a Chance to Win \$10,000 and Appear in a National TV Ad*

**ATLANTA**, (July 11, 2011) – Do you have what it really takes to make it on TV? Do you know how to put people in a good mood? Then, you just might be the ideal candidate for Arby's nationwide Casting Call Video Contest.

Now through July 31, 2011, Arby's is challenging fans, 13 years of age and older\*, to submit their own video interpretation of the *Arby's. It's Good Mood Food.*™ advertising campaign. The winning applicant will receive a grand prize of \$10,000 and be flown to Los Angeles to star in an upcoming national Arby's television ad to sing the closing tag line, *Arby's. It's Good Mood Food.*™ and pop out of the "O" (just like Arby's spokesperson, R.B., in current commercials).

For inspiration, Arby's teamed up with YouTube sensation, Alex Farnham, <http://damitsgood.com/videos.html>, to coach people on how to create a hit video in 30 seconds. In his rendition, Alex pays homage to *Arby's. It's Good Mood Food.* by performing a song he wrote specifically for the contest. He then irreverently explains how others can participate.

To enter:

1. Create a 30-second video demonstrating how Arby's puts you in a good mood.
2. Be sure to include your rendition of the *Arby's. It's Good Mood Food.* theme song at the end of the video.
3. Upload your video to <http://www.arbyscastingcall.com>.
4. Share your video with family and friends and encourage them to vote for your submission!

Entries will be posted to Arby's YouTube channel, <http://www.youtube.com/arbyscastingcall#p/u>, where people will have a chance to vote for the video they think should win. An Arby's panel will judge the top ten fan favorites based on creativity and originality (30%), presence and personality (30%) and a demonstration of the ability to create an overall good mood (40%). One grand prize winner will be announced on August 8.

"The *Arby's. It's Good Mood Food.* theme has really resonated and inspired consumers who are posting their own remixes of the commercials on YouTube, sending them in to us and writing us letters," said Bob Kraut, Senior Vice President of Advertising and Marketing Communications, Arby's Restaurant Group, Inc. "This contest was the perfect opportunity to challenge our fans to send in their best mood jingle, or 'mingle.'"

Videos must be 30 seconds or less, 10 MB or less in size, and submitted in one of the following formats: .mov, .mpeg or .wmv. All entries must include the *Arby's. It's Good Mood Food.* theme song. Submissions must be received by July 31, 2011.

To ensure that contest entrants are in a good mood when filming, they can grab a new Angus Cool Deli Sandwich or Wrap. This great new sandwich, also available on a whole grain wrap, is perfect for the hot summer months, featuring USDA Choice Top Round Angus Beef served cool, Swiss cheese, lettuce, tomatoes, onion, a tangy herb vinaigrette and a one-two punch of banana peppers and pickles.

For additional rules and regulations and to enter, go to <http://www.arbyscastingcall.com>. For more information about Arby's, please visit [www.arbys.com](http://www.arbys.com), <http://www.facebook.com/arbys> or <http://twitter.com/Arbys>.

**\*Contest guidelines:** The contest is open to U.S. residents, ages 13 and older. Applicants between 13-18 years of age must have permission from a parent or guardian to participate. Groups may enter the contest, but there can only be one winner. Winner must be available in late August 2011 for commercial shoot.

#### **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).

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