



DARE TO COMPARE IN ARBY'S® CHICKEN SALAD TASTE-OFF

Restaurant Chain to Donate \$1 Per Vote to Share Our Strength's No Kid Hungry® Campaign

ATLANTA, May 6, 2011 – In years past, Americans have faced off in cola wars and burger battles, but few would have guessed that chicken salad could stir up a similar passion. Summer 2011 is poised to be the season of this sumptuous salad, and Arby's is confident that its Market Fresh® Grilled Chicken & Pecan Salad Sandwich and Wrap are the best in the business. From May 9-22, Arby's will offer consumers a chance to try its sandwich or wrap free, with the purchase of any 22 oz. beverage.* People can then dare to compare Arby's Market Fresh Grilled Chicken & Pecan Salad Sandwich and Wrap to the Subway® Orchard Chicken Salad sub and cast a vote for their favorite at www.facebook.com/arbys.

To encourage voter participation, for every vote cast, Arby's will donate \$1, up to a total of \$25,000, to Share Our Strength's No Kid Hungry Campaign, a national effort to end childhood hunger in America by 2015.

"The Arby's Chicken Salad Taste-Off is on, and we're so confident in the taste of our Market Fresh Grilled Chicken & Pecan Salad Sandwich and Wrap, that we're giving consumers one to try for themselves," said Chef Brian Kolodziej, vice president, product development, Arby's Restaurant Group, Inc. "This friendly game of chicken is for a good cause, and we're proud to be able to support Share Our Strength in its fight against childhood hunger."

Arby's Market Fresh Grilled Chicken & Pecan Salad is freshly prepared daily in-store, and starts with 100% whole chicken breast, marinated and grilled to seal in the juices and add flavor, and hand-diced fresh produce, including crisp red apples, celery, juicy red grapes and crunchy pecans. The chicken salad ingredients are blended with mayonnaise and served on either honey wheat Market Fresh bread or Arby's new, whole-grain flatbread wrap, both of which earned the Whole Grains Council's stamp of approval. Arby's new wrap contains 23 grams of whole grains, or nearly half of the daily minimum of whole grains, while the honey wheat bread offers a significant 18 grams of whole grains. The sandwich and wrap are available nationwide through mid-August.

To participate in Arby's Chicken Salad Taste-Off:

- "Like" Arby's on Facebook (<http://www.facebook.com/arbys>) and print a coupon for a free Market Fresh Grilled Chicken & Pecan Salad Sandwich or Wrap with the purchase of any 22 oz. beverage
- Compare Arby's Market Fresh Grilled Chicken & Pecan Salad Sandwich or Wrap to the competition, then
- Return to Arby's Facebook page by May 22 and cast a vote for the best tasting Chicken Salad Sandwich

Arby's will announce the outcome of the vote on May 23.

For more information about Arby's Chicken Salad Taste-Off, please visit <http://www.facebook.com/arbys>.

*Available at participating Arby's locations. The offer is valid only with coupon, one coupon per customer, while supplies last.

About Share Our Strength

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015— Share Our Strength ensures children in need are enrolled in federal nutrition programs, invests in community organizations fighting hunger, teaches families how to cook healthy, affordable meals, and builds public-private partnerships to end hunger, nationally and at the state and city levels. Visit www.Strength.org to get involved.

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 on the Arby's menu includes the 2011 introduction of its Angus Three Cheese & Bacon sandwich, which is Arby's first premium Angus beef offering. Arby's Restaurant Group, Inc. is a subsidiary of Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit www.arbys.com.

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