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TAKE A BREAK FROM THE HEAT WITH ARBY'S® NEW ULTIMATE ANGUS COOL DELI SANDWICH OR WRAP

Arby's Completes the Meal with Free Fries and Drink with Purchase of New Angus Sandwich or Wrap

ATLANTA (July 28, 2011) – The heat wave of 2011 continues to rage on. With August, the hottest month of the year, only days away, Arby's new Ultimate Angus Cool Deli Sandwich and Wrap are a delicious way to keep cool. To help Americans beat the heat and save some cash, Arby's is rounding out customers' meals with a free order of small Curly Fries and a small drink with the purchase of a new Ultimate Angus Cool Deli Sandwich or Wrap. The offer is valid from Friday, July 29 through Thursday, August 4 (coupon required).*

The Ultimate Angus Cool Deli features oven-roasted, thinly sliced USDA Choice Top Round Angus beef served cool. It is topped with Swiss cheese, banana peppers, garlicky pickles, crisp lettuce, fresh tomato and onion, tangy herb vinaigrette, and mayonnaise served on a customer's choice of either a toasted Italian-style roll or whole grain wrap.

"Scorching temperatures are sweeping the nation and I can't think of a better way to stay cool and refuel than with the new Ultimate Angus Cool Deli Sandwich or Wrap," said Brian Kolodziej, Arby's Executive Chef. "The Angus Cool Deli has all the ingredients that you'd expect in a great tasting sandwich, but with the addition of Arby's new, premium sliced Angus beef."

Arby's introduced Angus beef, prized for its tenderness and flavor, nationwide in March 2011, with the Ultimate Angus Three Cheese & Bacon Sandwich. Arby's Angus beef is lightly seasoned with just the right touch of cracked black pepper, garlic, salt and onion, then slowly roasted to a perfect medium rare and sliced thin. The new Ultimate Angus Cool Deli Sandwich and Wrap are available nationwide for a suggested price of \$4.99, or as a combo for \$6.99.

To download a coupon, please visit <http://www.arbys.com/julyAngusCoolDeli07292011>. For more information, please visit <http://www.facebook.com/arbys> or <http://twitter.com/Arbys>.

*The coupon, which will be available for download beginning Friday, July 29, is valid only at participating locations. Offer includes one small order of Curly Fries and one small (22 oz.) beverage (excluding shakes) with the purchase of an Ultimate Angus Cool Deli Sandwich or Wrap. Limit one coupon or offer per transaction. Not valid with any other coupon or offer. The coupon may be redeemed from July 29 – August 4, 2011, during regular business hours.

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, wraps 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.