



Arby's® Adds Market Fresh® Chopped Side Salad to Menu

Customers May Now Enjoy A Combo Meal With Less Than 500 Calories

ATLANTA, February 24, 2011 – Arby's Restaurant Group, Inc. announced today the addition of a Market Fresh Chopped Side Salad to the menu as an alternative to fries in its combo meals, at no additional cost. The Chopped Side Salad is currently available at company-owned locations and will roll-out nationwide in July, with the addition of a Lite Italian Dressing.

Arby's Market Fresh Chopped Side Salad features a premium blend of fresh green leaf and shredded iceberg lettuce, cheddar cheese, chopped red onion and ripe tomatoes, with dressings served on the side.

"Our customers are telling us they want to feel good about the choices they're making when eating out," said Warren Chang, Chief Innovation Officer for Taste, Quality and the Customer Experience, Arby's. "They'll be able to get a full meal at Arby's, including a classic Roast Beef sandwich, a Market Fresh Chopped Side Salad with our new Lite Italian dressing, and a choice of no calorie beverages, for under 500 calories."

The new Arby's Market Fresh Chopped Side Salad has just 70 calories; a Lite Italian Dressing is 20 calories. Arby's also features a classic Roast Beef Sandwich at 340 calories, an Arby's Melt at 370 calories and a Roast Chicken Sandwich at 400 calories.

"Arby's was among the first in the industry to provide calorie counts and nutrition information in its restaurants and online," said Chang. "Arby's Market Fresh menu line of salads, sandwiches and wraps launched in May 2001 and we plan to feature new Market Fresh news in May 2011."

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About Arby's Restaurant Group, Inc.

Known in the fast food industry for creating unique, premium sandwiches, Arby's has been in the roast beef business since 1964 when the Raffel Brothers first opened an Arby's restaurant under a glowing neon cowboy hat in Boardman, Ohio. Today, headquartered in Atlanta, Arby's Restaurant Group, Inc. is the second largest quick-service sandwich chain in the U.S. with more than 3,600 restaurants system wide. In addition to its classic, slow-roasted, freshly sliced roast beef and Beef 'n Cheddar sandwiches, Arby's one-of-a-kind menu also includes a deli-style Market Fresh line of sandwiches, salads and wraps, Curly Fries, Jamocha shakes and the 2010 introduction of a national Value Menu, starting at only \$1. 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.