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**APRIL SHOWERS CAN'T DAMPEN SPIRITS OF ARBY'S® FLASH MOB  
Group Hosts Karaoke Sing-Along In Times Square**

**ATLANTA**, April 8, 2011 – April showers brought karaoke power to Times Square earlier this week, as a 125-person [flash mob](#) conducted a karaoke sing-along to Arby's Restaurant Group's new digital ad. The video for *Arby's. It's Good Mood Food.™*, complete with lyrics and a bouncing roast beef sandwich to indicate pacing, was broadcast on the jumbotron in Times Square at 47<sup>th</sup> Street and Broadway. The group spoofed Gene Kelly's dance in *Signing in the Rain* and helped spread a good mood to passersby.

"We wanted to inspire good moods and give people a chance to stop in the middle of their hectic day and have some fun," said Bob Kraut, senior vice president, Advertising and Marketing Communications, Arby's Restaurant Group, Inc. "Consumers are telling us that the jingle gets stuck in their heads. That got us thinking, where better to perform it than in Times Square to uplift people."

Arby's new advertising campaign, featuring the *Arby's. It's Good Mood Food.* jingle, launched last month, and brings to life the brand's new positioning, "exciting tastes you can feel good about, every day." The satirical new spots feature a character named R.B., who helps seemingly opposite couples – a snowboarder and a skier, a dog owner and a cat owner and a cowboy and a city slicker – find common ground over Arby's food. R.B. is a nod to the Raffle Brothers, who founded Arby's in 1964.

To view the video of the sing-along, visit <http://www.youtube.com/user/ArbysItsGoodMoodFood>. 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>.

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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 Raffle Brothers first opened an Arby's restaurant under a glowing neon cowboy hat in Boardman, Ohio. Today, headquartered in Atlanta, Arby's Restaurant Group 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, toasted subs and salads, Curly Fries, Jamocha shakes and the 2010 introduction of a national Value Menu, starting at \$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](http://www.arbys.com).