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ARBY'S OFFERS AN EARLY TAX BREAK WITH FREE VALUE CURLY FRIES

Arby's Declares April 15 Free FryDay

ATLANTA, April 12, 2011 – The IRS has given Americans two extra days to complete their taxes, which means last-minute filers will be working furiously over the newly coined Tax Weekend. To provide these tax procrastinators with a little break, and to reward those lucky few who have already completed their returns, Arby's Restaurant Group, Inc. has declared Friday, April 15 as Free FryDay at locations nationwide.

Arby's signature Curly Fries are beloved for their appealing shape and flavor. To receive a free value size of these perfectly seasoned ringlets, people must print off a coupon from Arby's Facebook page (<http://facebook.com/Arbys>) and bring it to any Arby's location during regular business hours on Friday, April 15.

"Now that Tax Day has turned into Tax Weekend, we think everyone could use a little break," said Bob Kraut, Senior Vice President, Advertising and Marketing Communications, Arby's Restaurant Group, Inc. "We hope Free FryDay brings some much needed cheer to those who still need to finish their tax returns."

The free Value Curly Fry offer is valid on April 15, 2011 only, at participating restaurants and is good for one order per customer, while supplies last.

For more information about Arby's, please visit www.arbys.com, <http://www.facebook.com/arbys> or <http://twitter.com/Arbys>.

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 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.

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