



NEW YOUTUBE VIDEO ASKS, "DO YOU LIKE ROAST BEEF?"
Arby's® Partners with Parry Gripp to Celebrate New Advertising Campaign

ATLANTA, March 8, 2011 – Parry Gripp, popular singer-songwriter well known for his original YouTube video jingles, is bringing his infectious music to Arby's. In celebration of Arby's new advertising campaign, Arby's. It's Good Mood Food.™, Gripp has released a brand new video and theme song called, "Do You Like Roast Beef," which can be viewed at <http://youtu.be/S9wxHEUrP74>.

The Gripp-produced music video features cartoon versions of Arby's signature menu items, including a roast beef sandwich, curly fries and Horsey Sauce®, Arby's lovable icon - Arby's Junior, a dancing Arby's hat, along with bright graphics and a colorful cast of characters. The special animation was created by Nathan Mazur.

"We are very excited to work with Parry Gripp to spread the word about our new campaign," said Bob Kraut, Senior Vice President of Advertising and Marketing Communications, Arby's Restaurant Group, Inc. "I think it's hard not to come away feeling good about Arby's after seeing the video!"

Arby's new advertising campaign launched February 27 and brings to life the brand's positioning – "Exciting tastes you can feel good about ... every day." The campaign highlights Arby's appealing and tasty food that puts people in a good mood and is the latest step in Arby's strategy to grow sales and profits. Arby's produced a 2 percent increase in systemwide same-store sales in the fourth quarter of 2010.

To view the music video, visit <http://youtu.be/S9wxHEUrP74>. The theme song featured in the music video is also available as a free ring tone on Amazon. To download the ring tone, visit <http://amzn.com/B004QI054I>. Follow Arby's on Facebook at <http://www.facebook.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 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, toasted subs and salads, 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.

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