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NBC'S HIT REALITY SHOW "THE APPRENTICE" SAYS 'YOU'RE HIRED' TO ARBY'S® FOR AN EPISODE DURING NEW SEASON

ATLANTA (March 7, 2006) – Arby's Restaurant Group, Inc., announced today it will appear on an upcoming episode of NBC's hit reality show, "The Apprentice." The hour-long show is scheduled to air April 3, and will challenge teams in a task featuring the new Arby's Chicken Naturals™ product line.

Arby's Chicken Naturals is a line of menu offerings that starts with 100 percent natural chicken breast that is not altered or injected with added water, salt or phosphates. The result is better tasting, higher quality chicken. Arby's is the first national quick service restaurant chain to offer a complete product line made with natural chicken, including salads, sandwiches, wraps and chicken tenders.

"Arby's is known for offering premium products that aren't typically found in fast food, and our appearance on 'The Apprentice' allows us to showcase these attributes in a compelling way," said Debbie Pike, chief marketing officer, Arby's Restaurant Group, Inc. "You'll have to tune in to find out how we put the Apprentice candidates to task during this episode, challenging the teams to a test of wit, creativity and business prowess surrounding the launch of our latest innovation, Chicken Naturals."

The fifth season of "The Apprentice" promises to be more exciting than previous years featuring more challenging tasks and new judges in the Trump boardroom. The new season of "The Apprentice" airs on a new night, Monday, at 9:00 p.m. ET.

About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc. is an Atlanta-based company that is the franchisor of the Arby's restaurant system, which consists of more than 3,500 restaurants worldwide, and is owner and operator of more than 1,000 restaurants located in the United States. Founded in 1964, Arby's quick service restaurants specialize in offering slow roasted and freshly sliced roast beef sandwiches as well as its Market Fresh® deli-style sandwiches, wraps and salads with the convenience of a drive-thru. Arby's offers guests a unique, better tasting alternative to traditional fast food with its one-of-a-kind menu items including the Beef 'n Cheddar, Curly Fries and Jamocha shakes. Arby's Restaurant Group also owns and operates the T.J. Cinnamons® brand and is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRYB). To learn more about Arby's unique tastes and franchising opportunities, please visit www.arbys.com.

Mark Burnett Productions

One of the driving forces behind reality television, and a true visionary, Mark Burnett has a long history of executive producing Emmy Award-winning television. Burnett's entrepreneurial spirit pioneered the success of the reality "unscripted" drama series, garnered skyrocketing ratings and introduced millions of Americans to an entirely new television genre. Mark Burnett Productions revolutionized television, with hits such as "Eco-Challenge," "Survivor," "The Apprentice" and "The Contender." MBP also successfully reintroduced product placement as an integral part of each of its shows and has garnered a total of 24 Emmy nominations since 2001. Mark Burnett was listed as the #1 Most Valuable Player by TV Guide and also in Time Magazine's Top 100 most influential people in the world today.

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