

Media Contact:  
Kathy Siefert  
Arby's Restaurant Group, Inc.  
[newsroom@arbys.com](mailto:newsroom@arbys.com)

## **ARBY'S® HIGHLIGHTS NEW NATURAL CHICKEN MENU LINE IN APRIL 3 EPISODE OF NBC'S HIT REALITY SHOW "THE APPRENTICE"**

### **Arby's Offers Consumers a Chance to Win a Trip to Live Apprentice Finale**

**ATLANTA** (April 3, 2006) – Natural just tastes better. Candidates will compete to see who best communicates this message to a group of Arby's customers on tonight's episode of NBC's "The Apprentice" (10:00 – 11:00 p.m. EST). Arby's Restaurant Group, Inc., and the company's new Arby's Chicken Naturals™, will be the featured task on the show's competition to identify Donald Trump's newest Apprentice.

In the episode, the Gold Rush and Synergy teams will face the task of developing a 30-second jingle to promote Arby's Chicken Naturals product line and convey the products' key attributes. Arby's customers will review and judge the teams on their efforts to articulate the Chicken Naturals product information. Arby's president and chief executive officer Doug Benham, and chief marketing officer Debbie Pike, met with the teams to brief them on the task.

"The Apprentice is a powerful mechanism for Arby's to highlight the introduction of Chicken Naturals," said Debbie Pike, chief marketing officer, Arby's Restaurant Group, Inc. "The show has an avid fan base that's not only captivated by the behind-the-scenes drama but the business and marketing tasks the teams face each week. The show will allow us to connect with consumers in a creative way while we educate viewers that Arby's is not your typical fast food company with our premium product offerings like Arby's Chicken Naturals."

Arby's Chicken Naturals is a full line of menu offerings that starts with 100 percent all-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 menu made with natural chicken, including salads, sandwiches, wraps and chicken tenders.

To celebrate Arby's television appearance, the fast food company will give away a trip for two to the live "The Apprentice" finale in June. No purchase necessary to win. Consumers can visit [www.arbyschickennaturals.com](http://www.arbyschickennaturals.com) to register to win.

### **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](http://www.arbys.com).

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