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WATCH AND WIN!
Tune In to the Arby's® Action Sports Awards December 10th To Win
***FREE* Arby's Food For A Year**

ATLANTA (December 7, 2006) – To celebrate the launch of the inaugural Arby's Action Sports Awards, premiering on the FOX Network on December 10, 2006, one lucky viewer will win *FREE* Arby's food for one year (valued at \$1,000).

The Arby's Action Sports Awards, which will air on FOX nationally on December 10, at 2:30 PM ET/PT or 4:30 PM ET/PT either preceding or following local NFL coverage that afternoon (check local listings), will bring together the biggest names in skateboarding, snowboarding, surfing, BMX, freestyle motocross and celebrities from across the entertainment world to honor the best and the brightest action sports athletes.

During the show, Arby's will reveal how to register to win a year's worth of free Arby's food – valued at \$1,000. Entries will be accepted from 4:30 p.m. EST on December 10, 2006 through 11:59 p.m. EST on January 7, 2007.

“Now sports fans can get a taste of the action,” said Debra Mager, Senior Vice President of National Advertising, Arby's Restaurant Group, Inc. “Arby's is excited to satisfy the cravings of one lucky thrill seeker.”

Stars from “Jackass No. 2”, **Steve-0**, **Preston Lacy**, **Dave England** and **Danger Ehren**, will host the event. Award presenters and special guests include: **Paris Hilton**; **Pamela Anderson**; “That 70's Show” star and “Yo Momma” host **Wilmer Valderrama**; former NBA star **Dennis Rodman**; Moto-X legend and “Inked” star **Carey Hart**; WWE tough guy **John Cena**; MTV icons **Jamie Kennedy**, **Xzibit** and **Tom Green**; **Kelly Carlson** of FX's hit “Nip/Tuck;” **Moon Bloodgood** co-star of the ABC series “Day Break,” along with her fiancé **Eric Balfour**, who returns to the cast of “24” this season; “Saw II”

scream queen **Emmanuelle Vaugier**; and **Nadine Velazquez** from “My Name is Earl.” Also presenting will be: **Andrew Dice Clay, Ben Agosto, Marley Shelton, Michelle Merkin, LeeAnn Tweeden, Willa Ford** and **Tanith Belbin**.

To celebrate the spirit of these incredible athletes, Arby’s will cap off the show with the “Arby’s Maverick Award”, which will recognize an athlete with the most incredible sports stunt/move of the year. Maverick nominees include Ryan Capes, FMX – Moto jump 137 feet; Shane Dorian, Surf – Teahupoo barrel; Brad Gerlach, Surf – 68 foot wave; Travis Pastrana, FMX – double back flip; Jeremy “Twitch” Stenberg, FMX – 154 foot back flip; and Danny Way, Skate – Great Wall jump or hard Rock bomb drop.

The Arby’s Action Sports Awards Online Drawing is only open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older (19 in Alabama, Nebraska and Wyoming and 21 in Mississippi) and located in the U.S. as of the time of entry. Limit one (1) entry per day. Winners will be selected in a random drawing from among all eligible entries received. The drawing will be conducted on or about January 26, 2007. No purchase necessary to participate.

About Arby’s Restaurant Group, Inc.

Arby’s Restaurant Group, Inc., based in Atlanta, 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 of those 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, great 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, TRY.B). To learn more about Arby’s, please visit www.arbys.com.

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