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## **ARBY'S® COMPLETES LAUNCH OF TOASTED SUBS**

*New Premium Subs Added to Deli at the Drive-Thru Menu*

**ATLANTA** (September 28, 2007) – Arby's has completed its largest menu launch since the 2001 unveiling of its Market Fresh® menu line. Arby's Toasted Subs officially debuts nationwide today adding four new deli-inspired sandwiches available from the convenience of a drive-thru.

Part of the popular and expanding Market Fresh menu, Arby's Toasted Subs feature premium, deli-style meats and cheeses, fresh vegetables and flavorful sauces on a ciabatta roll toasted to perfection.

“The majority of fast food restaurants that serve subs don't have our combination of two things – high quality, fresh ingredients and the added convenience of not having to get out of your car – the drive-thru,” said Cheryl Barre, Chief Marketing Officer, Arby's Restaurant Group, Inc.

The new Toasted Subs include:

- **The French Dip & Swiss Toasted Sub** features Arby's signature slow roasted, thinly sliced roast beef and melted Swiss cheese on a toasted ciabatta roll, served with a side of hot, savory au jus for dipping.
- **The Philly Beef Toasted Sub** includes Arby's classic, thinly sliced roast beef, melted Swiss cheese, roasted onions, green and red bell peppers and roasted garlic sauce on a toasted ciabatta roll.
- Stacked with thinly sliced ham, salami, pepperoni, melted mozzarella cheese, banana peppers and garlic mayonnaise on a toasted ciabatta roll, **Arby's Classic Italian Toasted Sub** is topped with lettuce, tomatoes and red onion and drizzled with red wine vinaigrette.
- **Arby's Turkey Bacon Club** features thinly sliced turkey breast, melted Swiss cheese, chopped pepper bacon and herbed mayonnaise on a toasted ciabatta roll, finished with lettuce, tomatoes and red onion.

The company will support the launch of its new Arby's Toasted Subs through the introduction of new “I'm Thinking Arby's” television commercials and in-store promotion.

First launched in May 2001, Arby's Market Fresh line of sandwiches, wraps and salads complements its long-time classics such as the slow-roasted and freshly sliced Roast Beef 'n Cheddar sandwiches, Curly Fries and Jamocha Shakes.

**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 3,600 restaurants worldwide, and is owner and operator of approximately 1,100 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](http://www.arbys.com).

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