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REV SOMEONE'S ENGINE WITH AN "I'M THINKING ARBY'S®" GIFT CARD

LIMITED EDITION #17 NASCAR® DRIVER MATT KENSETH CARD NOW AVAILABLE ONLINE

ATLANTA (October 5, 2007) – In honor of NASCAR superstar Matt Kenseth's race for the top title in the 2007 Chase for the Cup, Arby's® announces the availability of a limited edition Matt Kenseth "I'm Thinking Arby's" gift card. The card, which is also available in Arby's signature curly fry design, can now be purchased online at Arbys.com.

"I'm Thinking Arby's" gift cards are fun, practical gifts. The wallet-sized cards are perfect for busy co-workers, teachers, coaches or friends who are always on the go and looking for something different and better through a drive-thru. The online feature allows the cards to be mailed directly to recipients' homes and are accepted at more than 3,600 Arby's locations nationwide.

"Arby's is pleased to make gift giving a little easier," said Debra Mager, Senior Vice President of National Advertising, Arby's Restaurant Group, Inc. "Now Arby's and Matt Kenseth fans can visit Arbys.com and share their passion with friends and family."

The plastic "debit" gift cards can be purchased in \$10 and \$20 denominations and are reloadable at any participating Arby's restaurant nationwide.

Arby's is the primary sponsor of Kenseth's #17 Ford Fusion in the NASCAR Busch Series. As part of the sponsorship, every time Matt wins a race (Busch or Nextel), Arby's gives away free medium curly fries to America on the Monday following the race (it's happened twice already). "Matt's Monday" free medium curly fry give away is valid only on the Monday's following a race won by Matt Kenseth in 2007, limited to one order per person with race results, while supplies last, is not valid with any other offer and available at participating Arby's locations.

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.

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