

Contact:

Kathy Siefert

Arby's Restaurant Group, Inc.

678-514-4152

newsroom@arbys.com

**ARBY'S® RESTAURANTS CELEBRATE THE OFFICIAL SANDWICH OF SUMMER
THE NEW BBQ BACON CHEDDAR ROASTBURGER™**

Free Sandwich This Thursday, July 9

ATLANTA – (July 7, 2009) – To celebrate the arrival of its new BBQ Bacon Cheddar Roastburger, the official sandwich of summer, Arby's will offer it for free with purchase of any size drink, this Thursday, July 9. Just text BBQ to ARBYS (27297 on your key pad) to receive a coupon.

The latest addition to the Roastburger family of sandwiches, the BBQ Bacon Cheddar Roastburger features oven roasted, thinly sliced roast beef, topped with cheddar cheese, pepper bacon, crispy onions, tomato, pickle slices, and a finger-licking BBQ sauce on a specialty roll.

"The smoky, sweet taste of BBQ is synonymous with summer," said Steve Davis, chief marketing officer. "We're excited to introduce our BBQ Bacon Cheddar Roastburger, which captures this signature flavor."

Free BBQ Bacon Cheddar Roastburger sandwiches will be available on Thursday, July 9, with coupon and purchase of any size drink, at participating Arby's locations nationwide. To obtain a coupon, simply text BBQ to ARBYS (27297 on your key pad). Standard text rates apply. This offer is limited to one per person, while supplies last.

And, for those who can't make it to Arby's on July 9, coupons may be obtained by texting through July 16 and redeemed through July 19, at participating restaurants.

###

About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest quick-service sandwich chain in the U.S. with more than 3,700 system-wide restaurants. Founded in 1964, Arby's quick service restaurants specialize in slow roasted and freshly sliced roast beef sandwiches as well as Market Fresh® deli-style sandwiches, toasted subs, and salads, all 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, Inc. is a subsidiary of Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit www.arbys.com.