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## **RACE INTO ARBY'S® AND FUEL UP YOUR COMBO FOR A CHANCE TO WIN A 2008 FORD FUSION**

Collect All Three Matt Kenseth #17 Twist 'n Go Cups

**ATLANTA** (May 23, 2007) – NASCAR® driver Matt Kenseth drives one and now Arby's fans will have a chance to drive one too! Now through August 31, 2007, customers who upsize their combo to a 32 oz. drink and large order of curly fries, will have a chance to win one of hundreds of prizes, including a 2008 Ford Fusion.

Three different collectible 32 oz. Twist 'n Go cups are available featuring Matt Kenseth and the #17 Arby's racecar. Each comes printed with a code which customers can enter, by visiting [www.arbyracing.com](http://www.arbyracing.com), for their chance to win a 2008 Ford Fusion.

Additional prizes include: four 32" flat screen televisions, each with a one-year subscription to Dish Network; six NASCAR Nextel FanView Devices; and 20 autographed Matt Kenseth #17 Arby's Diecast Cars. Instant win prizes include 800 Arby's Gift Cards, 200 Arby's racing hats and 200 autographed Matt Kenseth Hero Cards.

***Speaking of curly fries...*** Keep your eye on Matt Kenseth and the #17 team this NASCAR season. 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. "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 is available at participating Arby's locations.

In addition, as part of a long standing relationship with Big Brothers Big Sisters (BBBS), Arby's has committed to donate \$5,000 to the local race market's BBBS agency every time Matt Kenseth wins a race (Nextel or Busch Series) in 2007. This season, Matt's wins have already brought in a \$10,000 donation from Arby's to BBBS of Greater Los Angeles and the Inland Empire and a \$5,000 donation to Big Brothers Big Sisters (BBBS) of North Texas.

Don't forget to check out the #17 Arby's show car as it roars into a local Arby's near you. For dates and locations of the Arby's Show Car Tour, please visit [www.arbyracing.com](http://www.arbyracing.com).

Arby's is the primary sponsor of Kenseth's No. 17 Ford Fusion in the NASCAR Busch Series.

### **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 approximately 3,600 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 restaurant restaurants specialize in offering slow roasted and freshly sliced roast beef sandwiches as well as its Market Fresh(R) 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(R) 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).

To participate in the beverage promotion: No purchase is necessary. A purchase will not improve chances of winning. Internet access and registration is required. The game is subject to official rules posted at [www.arbysracing.com](http://www.arbysracing.com) and at participating stores. The promotion is open only to legal residents of the 48 contiguous United States and the District of Columbia who are 18 years of age or older (19 in AL, NE) and located in the U.S. or D.C. at the time of entry. Game play begins May 21<sup>st</sup> and ends August 31, 2007. The promotion is subject to and governed by the laws of the United States and is void elsewhere and wherever prohibited by law.

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*Roush Fenway Racing Trademarks and Matt Kenseth's name and/or likeness used by authority of Roush Fenway, LLC.*