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ARBY'S® NAMES CHERYL BARRE CHIEF MARKETING OFFICER

Marketing Veteran Returns to Foodservice

ATLANTA (September 8, 2006) – Arby's Restaurant Group, Inc. announced today that Cheryl Barre has been named Chief Marketing Officer for Arby's and President of Arby's Franchise Association. She will replace Debbie Pike who announced her retirement earlier this year.

In this position, Barre will lead all strategic brand marketing efforts including product development, national and field marketing, advertising, media, consumer insights and research.

“Cheryl's experience in strategic marketing makes her the ideal fit as CMO, and we look forward to utilizing her keen insights in continuing to accelerate Arby's innovation and growth in the market,” said Roland Smith, CEO, Arby's Restaurant Group, Inc.

A seasoned veteran, Barre brings more than 23 years of marketing and management experience with major consumer brands and Fortune 500 companies to the Arby's team. Most recently, she was the Senior Vice President of Retail Marketing for Georgia-Pacific Corporation where she was instrumental in the creation and execution of marketing plans for such noted products as Quilted Northern and Angel Soft bath tissue, Brawny and Sparkle towels, and Vanity Fair napkins.

Prior to joining Georgia-Pacific, Barre served as President of the Women's and Outdoor Division for Russell Corporation. She also spent 15 years with PepsiCo, in various positions including Director of Sales and Marketing for PepsiCo Restaurants and Vice President of the Fountain Beverage Division for the Southeast.

“Arby's is known for being unique in the fast food industry, and this is a fantastic opportunity to work with a smart, dedicated group of professionals to further build upon what sets Arby's apart – great tasting food,” said Barre.

Barre is a graduate of the University of Virginia where she received a MBA in Marketing and a BS in Architecture. She is a board member of the following: Girls Inc., The Walker School and the Pinnacle Orthopedics Research Institute.

Barre resides in Marietta with her husband and has two sons and one daughter.

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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