

Media:

Kathy Siefert
Arby's Restaurant Group, Inc.
newsroom@arbys.com

FOR IMMEDIATE RELEASE**ARBY'S® IS FIRST TO INTRODUCE FULL LINE OF NATURAL CHICKEN*****Leading QSR Focuses On Flavor***

ATLANTA (February 27, 2006) – In an unprecedented move to provide customers with chicken that *truly* tastes like chicken, Arby's restaurants today announced the introduction of Arby's Chicken Naturals™, made with 100% all-natural chicken. It will be served in all of the restaurant's sandwiches, wraps, salads and tenders.

"Arby's Chicken Naturals delivers tremendous taste and offers customers the first and only complete product line made with all-natural chicken in quick service," said Doug Benham, President and CEO of Arby's Restaurant Group, Inc. "By starting with chicken in its most natural form, we have created a better chicken sandwich."

Other leading fast food companies offer chicken breast sandwiches with up to 29.3 percent of solutions made of various elements including water, seasoning (salt, spices and spice extract), oil, modified food starch, sodium phosphates.

"Arby's is attracting customers from all segments," said Debbie Pike, Chief Marketing Officer, Arby's Restaurant Group, Inc. "They are coming to Arby's because of our wide variety of unique, authentic and wholesome food. Now, when they crave great tasting chicken that they can feel good about eating, Arby's will be the only place to find it. And that natural difference is offered grilled and crispy in all of our sandwiches, wraps and salads."

Arby's menu items featuring Arby's Chicken Naturals will include: Chicken Cordon Bleu Sandwich (grilled or crispy), Chicken Bacon 'n Swiss Sandwich, Chicken Fillet Sandwich (grilled or crispy), Chicken Tenders (3- and 5-pack and Kid's Meal), Market Fresh™ Chicken Salad Sandwich™, Market Fresh Chicken Salad Wrap™, and grilled or crispy chicken featured in the Market Fresh Martha's Vineyard Salad™, Market Fresh Chicken Club Salad™ and Market Fresh Santa Fe Salad™.

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According to the U.S. Department of Agriculture, Americans eat more chicken than any other meat, surpassing beef by nearly 20 pounds each year per consumer. The USDA estimates that domestic chicken consumption will reach more than 86 pounds per capita in 2006. The USDA points to chicken's halo of health and strong qualities of versatility, value, convenience and taste as main factors in consumption growth.

About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc. is an Atlanta-based company that is the franchisor of the Arby's® restaurant system, which consists of more than 3,500 restaurants worldwide. Of those restaurants, Arby's Restaurant Group is the owner and operator of more than 1,000 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, better 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. Arby's Restaurant Group is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). To learn more about Arby's unique tastes and franchising opportunities, please visit www.arbys.com.

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