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ARBY'S® AND #17 NASCAR® SUPERSTAR MATT KENSETH ARE BACK ON THE TRACK IN '08 RACING FOR FREE CURLY FRIES FOR AMERICA

ATLANTA (February 15, 2008) – Free curly fries are back and up for grabs when Matt Kenseth makes it into victory lane this 2008 NASCAR season. Beginning with the NASCAR season opener at Daytona International Speedway on February 16 and 17, every time Matt Kenseth wins a race (Sprint or Nationwide Series), Arby's will celebrate by giving away free medium Curly Fries the Monday – called “Matt's Monday” -- following the race weekend.

Customers will need to bring in a printed copy of the official race results from a newspaper or web site, or a free fry coupon from arbys.com, to participating Arby's on “Matt's Monday” to receive their free order of medium curly fries.

“I was able to win free curly fries for America three times last year, and I'm going to be racing hard to top that this season,” said Kenseth. “Arby's is a great partner and we're glad to have them back on board this year.”

“Matt is a true champion and we're proud to be part of the Roush Fenway team again,” said Chris Kuehn, Senior Vice President of National Marketing, Arby's Restaurant Group, Inc. “We know he'll bring home the victories for all of those loyal NASCAR fans hungry for some curly fries.”

Arby's “Matt's Monday” free Curly Fry give away is valid only on the Monday's following a race won by Matt Kenseth, limited to one order per person with coupon, while supplies last, is not valid with any other offer and is available at participating Arby's locations.

Arby's is a sponsor of Kenseth's No. 17 Ford Fusion NASCAR Nationwide Series entry.

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(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.

About Roush Fenway Racing

Roush Fenway Racing is NASCAR's largest team operating 14 motorsports teams, five in NASCAR Sprint Cup with drivers Matt Kenseth, Jamie McMurray, Greg Biffle, Carl Edwards and David Ragan; five in the Nationwide Series with Kenseth, Biffle, Edwards, McMurray, and Ragan; and three in the Craftsman Truck Series with Erik Darnell, Joey Clanton, and Colin Braun; and one in the ARCA/REMAX Series with Ricky Stenhouse. For more information on any of the Roush Fenway Racing teams, log onto www.RoushFenway.com. For sponsorship inquiries please contact Robin Johnson at 704.720.4645.

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