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**ARBY'S® RINGS IN THE HOLIDAYS WITH A
NEW MINT CHOCOLATE SWIRL SHAKE**

ATLANTA (December 1, 2008) – Does the holiday rush have your head spinning? Arby's, the shake masters who brought you the classic Jamocha Shake more than 40 years ago, have come up with the perfect treat to soothe your holiday spirit – a Mint Chocolate Swirl Shake.

Available through January 10, 2009, Arby's new Mint Chocolate Swirl Shake is a decadent blend of creamy mint chocolate finished with a chocolate swirl.

“The Mint Chocolate Swirl Shake provides a sweet relief to the hectic holiday schedule, whether as a snack or as dessert to finish off one of Arby's delicious Roast Beef meals,” said Ed Gleich, Senior Vice President, Concept Innovation, Arby's Restaurant Group, Inc.

This holiday season, Arby's is also featuring its popular Chicken Cordon Bleu Sandwich, a unique twist to the traditional boring chicken sandwich. The Chicken Cordon Bleu features Arby's thinly sliced roast ham and Swiss cheese piled high on a crispy white meat chicken fillet topped with mayonnaise and served on a toasted sesame seed bun.

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About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest restaurant franchising system in the sandwich segment of the quick service restaurant industry. As of September 28, 2008, there were a total of 3,735 Arby's restaurants in the system, including 1,173 Company-owned and 2,562 franchised locations. 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.