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RACE INTO YOUR LOCAL ARBY'S® DRIVE-THRU ON JULY 26TH

**THAT EMPLOYEE HANDING YOU AN ORDER OF POPCORN CHICKEN SHAKERS™
COULD BE NASCAR® SUPER STAR MATT KENSETH INSTEAD**

ATLANTA (July 18, 2007) – Ladies and gentlemen start your engines! NASCAR driver Matt Kenseth will make a surprise appearance working the drive-thru at one of Arby's 3,600 restaurants nationwide on July 26, 2007 from Noon to 2:00 p.m. It's up to you to find him.

With Matt's busy race schedule, he could be any where! What we *do* know, is that Matt is bringing his painted out replica Arby's race car and a whole lot of fun with him. The Arby's Charity Tour bus will be on-site for customers to learn how they can get involved in youth mentoring through Big Brothers Big Sisters. There will also be games, music, Arby's giveaways and of course you'll hear that engine roar!

"Customers who pick the right location are in for a big surprise when they pull through the drive-thru and Matt Kenseth hands them their order," said Chris Kuehn, Senior Vice President of National Marketing, Arby's Restaurant Group, Inc. "Matt is the perfect ambassador for an Arby's drive-thru because of his love for our unique, fresh food and his incredible speed."

While on duty, Matt and the Arby's staff will be handing out free samples of the new Popcorn Chicken Shakers. Arby's Popcorn Chicken Shakers are bite sized pieces of chicken that start with 100 percent all natural chicken breast in a crispy, seasoned breading. Ideal for in-store or on-the-go snacking, customers can choose from either a fiery Buffalo or tangy BBQ sauce, pour as much or as little sauce as they like, and shake to their own personal perfection. When you are always on-the-go like NASCAR driver Matt Kenseth, you want delicious food that's as easy as take and shake!

Arby's is the primary sponsor of Kenseth's No. 17 Ford Fusion in the NASCAR Busch Series. As part of the sponsorship, 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 (it's happened twice already). "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.

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 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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