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ARBY'S® CELEBRATES ST. PATRICK'S DAY WITH ITS CLASSIC REUBEN SANDWICH AND WRAP

*Arby's Market Fresh® Reuben Sandwich and Wrap
Joined by a Sweet New Treat, the Arby's Chocolate Turnover*

ATLANTA (February 28, 2008) –To celebrate St. Patrick's Day, Arby's is featuring its classic Reuben Sandwich, which has become a consumer favorite since its launch in 2005.

Arby's classic Market Fresh Reuben Sandwich features thinly sliced, classic-cured corned beef, tangy Thousand Island dressing, old-world style sauerkraut, all natural, big-eye Swiss cheese served on thick-sliced, toasted marble rye bread.

Now through April 12, 2008, the Market Fresh Reuben Wrap joins the Reuben sandwich featuring all of the same delicious ingredients but dished up on a rye wrap for easy eating on-the-go. Both the classic Reuben Sandwich and Reuben wrap are available with Arby's signature Roast Turkey as well.

"The Reuben Sandwich is our guest's favorite and it's not just by luck! Arby's prides itself on offering consumers unique, high quality menu items not found in other fast-food restaurants," said Neville Crow, Corporate Executive Chef, Arby's Restaurant Group, Inc.

Customers can finish off their Reuben with a warm, decadent dessert that can only be found at Arby's, the Chocolate Turnover. This delicious flaky pastry is filled with Hershey's® cocoa, baked to perfection and topped with creamy chocolate icing. For a limited time, the Chocolate Turnover joins the dessert menu, which includes Cherry and Apple Turnovers that have been a staple at Arby's since the late 60s.

The recommended price for the Market Fresh Reuben Sandwich or Wrap is \$3.99. Arby's will support the launch through television spots as well as in-store promotion.

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.

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