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**TWO MORE HOT REASONS TO GET TO ARBYS®:
FLATBREAD MELTS AND THE ACADEMY OF COUNTRY MUSIC AWARDS**

ATLANTA (March 2, 2007) – What do you get when you combine warm, craveable wraps and country music? One sizzling spring promotion. For a limited time, Arby's is offering two new sandwiches featuring warm, portable flatbreads and a chance to get up close and personal with some of today's super star country singers at the Academy of Country Music Awards.

“Wraps are a popular item on our Market Fresh® line, so it's a natural transition to offer warm flatbread sandwiches,” said Neville Crow, Executive Chef, Arby's Restaurant Group, Inc. “We pile them high with our Roast Beef and top off with one of two American favorites – zesty Fajita or the quintessential Philly Cheesesteak.”

The mouth-watering Fajita Beef Flatbread Melt includes a tasty combination of Arby's slow roasted, thinly sliced Roast Beef seasoned to perfection with fajita spices, melted pepper jack cheese, grilled onions and peppers, a fiery jalapeno ranch sauce all wrapped up in a warm flatbread pita.

Customers craving a taste of a Philly cheese steak sandwich with a kick can sink their teeth into Arby's new Philly Beef Flatbread Melt featuring Arby's slow roasted, thinly sliced Roast Beef, gooey, melted Swiss cheese, grilled onions and peppers topped with a parmesan peppercorn sauce and served in a warm flatbread.

The Flatbread Melts are recommended at \$3.49, available through April 14th and will be featured in-store and in new I'm Thinking Arby's television commercials.

In addition, Arby's and Dr Pepper will offer customers a chance to rub elbows with some leading country singers during the 2007 Academy of Country Music Awards on May 15th in Las Vegas. Now through March 30, 2007, Arby's customers who value size any combo will receive a code to enter on www.arbys.com for a chance to win one of nine trips for two to the awards show. Additional prizes of Justin Boots, Wrangler Jeans and Arby's Gift Cards will also be awarded. No purchase necessary to enter. See official rules in store or at www.arbys.com.

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 3,500 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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