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Arby's® Offers A Taste Of Greece With Introduction Of Market Fresh™ Roast Beef Gyro

Arby's is Largest QSR to Offer Greek Specialty Pita Sandwich Nationwide

ATLANTA (April 24, 2006) - The Greek version of 'fast food', the Gyro (pronounced yee-roh), has arrived in a local Arby's near you. Arby's Restaurant Group, Inc., the largest restaurant chain to offer a gyro sandwich nationwide, launched its latest innovation on April 23, 2006.

Arby's Market Fresh Gyro is loaded with slow-roasted, thinly sliced, warm roast beef seasoned to perfection with traditional Greek herbs and spices (oregano, lemon, garlic, salt and pepper), topped with fresh tomatoes, lettuce and sliced red onions and served on a warm pita flatbread with a cool cucumber gyro sauce.

"If Arby's were in Greece, this is what the locals would be lining up to enjoy," said Greek culture expert, Maria Pantelis, who was born and raised in Athens. "Arby's gyro has all of the authentic ingredients that you would look for in a gyro."

"Consumers are looking for new, different, big flavors, and trends are showing they want more diversity in menus," said Neville Crow, Corporate Executive Chef for Arby's Restaurant Group, Inc. "We worked to keep the authenticity as close to the original as possible."

The Market Fresh Gyro will be available for a limited time and is part of Arby's Market Fresh® menu line-up, which includes a wide selection of sandwiches, wraps and salads.

First introduced in May 2001, the Market Fresh menu complements Arby's slow-roasted, freshly sliced roast beef. Arby's Beef 'n Cheddar, curly fries and Jamocha Shakes have been favorites for more than 40 years.

Arby's will support the introduction of the Market Fresh Gyro through in-store promotion as well as in new "I'm Thinking Arby's™" television spots.

About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc. is an Atlanta-based company that 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 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, better 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 unique tastes and franchising opportunities, please visit www.arbys.com.