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**HELP WANTED:
DO YOU HAVE WHAT IT TAKES TO BE THE NEXT
MEMBER OF THE ARBY'S RESCUE BRIGADE?**

Enter to Win a Role in an Upcoming Arby's® Commercial

ATLANTA (May 1, 2008) – Do you dream of Beef 'n Cheddars and Jamocha Shakes? Do thoughts of eating another greasy burger make you break out in a cold sweat? Then you just might have what it takes to be the next member of the Arby's Rescue Brigade and win a role in an upcoming Arby's commercial.

Led by Captain John Maddox, the Arby's Rescue Brigade is a group of dedicated Arby's enthusiasts whose sole mission is to save the world from ordinary fast food. The Brigade travels across the country in a boldly designed Rescue Mobile, showing up on the scene when someone is eating a bland, unsatisfying fast food meal.

“We're searching high and low across the continental United States for that one special talent who can join forces with us to fight the good fight and prevent others from falling victim to ordinary fast food,” said John Maddox, Captain of the Arby's Rescue Brigade. “Show us what you've got America.”

Submit your video entries at www.arbysrescuebrigade.com to become the next Arby's Rescue Brigade member. You could win a role in an upcoming Arby's commercial and free Arby's food for a year. The video contest runs now through June 30, 2008. For additional rules and regulations, please visit www.arbysrescuebrigade.com.

About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc. (ARG) is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). ARG, based in Atlanta, is the franchisor of the Arby's restaurant system, which consists of approximately 3,700 restaurants worldwide, and is owner and operator of over 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® deli-style sandwiches, toasted subs, 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. To learn more about Arby's, please visit www.arbys.com.

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