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**Arby's® Restaurants Introduce "The Official Sandwich of Summer"
The BBQ Bacon Cheddar Roastburger™**

Ring in the Deals This Summer at Arby's with Free Roastburger Sandwich and \$5 Combo

ATLANTA – (July 2, 2009) – The mere thought of summer conjures up a colorful pallet of images – the smoky aromas and tastes of barbecue, the last bell of the school year, and tall, cold glasses of iced tea. As things heat up this July, Arby's is introducing its new BBQ Bacon Cheddar Roastburger – a sandwich that truly captures the taste of the season. The latest addition to the Roastburger family of sandwiches, the BBQ Bacon Cheddar Roastburger features oven roasted, thinly sliced roast beef, topped with cheddar cheese, pepper bacon, crispy onions, tomato, pickle slices, and a finger-licking BBQ sauce on a specialty roll.

Introduced in March of this year, Arby's new line of Roastburger sandwiches, The Burger Done Better™, are available in three varieties: The All-American, Bacon & Bleu Cheese and Bacon and Cheddar.

To celebrate the arrival of the taste of summer, Arby's will give away a free BBQ Bacon Cheddar Roastburger, with purchase of any size drink, on Thursday, July 9. Just text BBQ to 27297 (Arbys). The offer can be redeemed through July 19 at participating Arby's restaurants. Standard text rates apply. In addition, Arby's will showcase the sandwich, with a small fry and drink, as a value-priced \$5 combo meal throughout the months of July and August.

The BBQ Bacon Cheddar Roastburger will be the star of Arby's new television ad, which shows us that children aren't the only ones who relish the last day of school. The spot, featuring Alice Cooper's hit single, "School's Out," depicts the faculty being just as excited – if not more so -- than the students. As the final bell rings, students and teachers race to the parking lot and head to their local Arby's to celebrate. After a brief moment of awkward silence when the groups run into each other, everyone gets set to enjoy their favorite Roastburger sandwich.

"We can all relate to the excitement of getting out of school and having the carefree days of summer ahead of us," said Steve Davis, chief marketing officer. "Our BBQ Bacon Cheddar Roastburger is the perfect sandwich for summer and with special pricing through August, it's hard to resist."

Mandarin Peach Iced FruiTea and Orange Cream Swirl Shakes round out the list of Arby's summer offerings.

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About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest quick-service sandwich chain in the U.S. with more than 3,700 system-wide restaurants. Founded in 1964, Arby's quick service restaurants specialize in slow roasted and freshly sliced roast beef sandwiches as well as Market Fresh® deli-style sandwiches, toasted subs, and salads, all 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, Inc. is a subsidiary of Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit www.arbys.com.