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## **Arby's® Offers Kids a Chance to Blast Off to Space Camp®**

### **Sweepstakes Teaches Young Astronauts to 'Dream Big'**

ATLANTA (February 7, 2006) – Arby's is inspiring young astronauts to 'dream big' with its Kid's Meal educational sweepstakes. Now through March 12, 2006, children, ages 7-18, can enter to win a week-long trip for kids, or a parent/child weekend, to Space Camp.

Located in Huntsville, Ala., Space Camp uses space to excite and educate children in the fields of math, science and technology.

"Most fast food companies offer cartoon or movie character toys and giveaways that focus purely on entertainment. Our Kid's Meal programs are strongly focused on fun and education," said Debbie Pike, Chief Marketing Officer, Arby's Restaurant Group, Inc. "The Space Camp sweepstakes is a prime example of our educational programs, and mirrors one of Arby's core values to 'Dream Big'."

While at Space Camp, lucky prize winners will experience realistic astronaut training, including a turn on the 5-Degrees of Freedom Trainer (similar to floating in space), the 1/6<sup>th</sup> Gravity Trainer (similar to walking on the moon), the M-M-U (Manned Maneuvering Unit), designed to help train astronauts how to use jet packs in space, and the M-A-T (Multi-Axis Trainer), designed by NASA to show early astronauts what it would feel like to tumble out of control during re-entry into Earth's atmosphere. Kids will also learn about the solar system, space and aviation principles, rocket building and robotics while training for their own simulated space shuttle mission.

A grand prize trip to Space Camp will be awarded, with second place prizes including Space Camp t-shirts, hats and sweatshirts. Submission forms, rules and regulations can be found at [www.arbysspacecamp.com](http://www.arbysspacecamp.com).

#### **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, TRYB). To learn more about Arby's unique tastes and franchising opportunities, please visit [www.arbys.com](http://www.arbys.com).

**About Space Camp**

Established in 1965 by the State of Alabama, empowered by the U.S. Congress and in cooperation with the National Aeronautics and Space Administration, the U.S. Space & Rocket Center is one of the nation's premiere hands-on space science museums, fostering national and international educational outreach programs through its world-renowned SPACE CAMP® and AVIATION CHALLENGE® programs. Located in Huntsville, Alabama, birthplace of America's manned space flight program, the U.S. Space & Rocket Center remains Alabama's top tourist attraction, welcoming approximately 400,000 visitors each year.

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