

ARBY'S® HELPS OFFICE WORKERS TAKE A REAL LUNCH BREAK

Announces Sole Sponsorship of NBC Universal's New Endeavor thelunchbreakshow.com

ATLANTA (May 31, 2007) – According to a recent survey by Kelton Research, nearly 60 percent of office workers in the U.S. spend their lunch breaks at their desks looking for distractions.

Arby's Restaurant Group, Inc. and NBC Universal have teamed up to help solve this lunch time challenge with the launch of thelunchbreakshow.com. thelunchbreakshow.com is a must-see, 30-minute collection of NBC's most popular comedy shows, including *30 Rock*, *The Office* and *Saturday Night Live*, airing daily from Noon to 2:00 p.m. The "show" also includes late-night monologues, comedy shorts, Web-exclusive videos, classic sitcom moments and stand-up acts featuring Sarah Silverman and many other popular comedians. The show can be seen on thelunchbreakshow.com and NBC Digital Entertainment's comedy broadband channel dotcomedy.com.

As the sole sponsor of thelunchbreakshow.com, Arby's has a large presence on the site, including banner ads, the infamous I'm Thinking Arby's® commercials, promotions and more.

"Arby's is thrilled to team up with NBC Universal to give office workers a real lunch break," said Mary Ellen Barto, Vice President of Media Services, Arby's Restaurant Group, Inc. "What better way to spend your lunch hour than by picking up delicious Arby's food and watching some of your favorite shows."

"Arby's has truly embraced the fun and innovative nature of this website and concept from the start," said Nick Johnson, Vice President, NBC Universal Digital Media Sales. "Not only have they provided great creative, but they also gave our users extra value by offering them coupons that can be used at their local Arby's. They have truly been the ideal partner for us on this project."

Bosses, take note - employees who eat at their desks may be spending more time in the office, but this could be more trouble than it's worth. More than two out of ten (21 percent) office workers admit to having damaged keyboards eating at their desks (more men than women), but both sexes, at 15 percent each, are equally responsible for ruining important documents while eating in front of the screen. Good thing thelunchbreakshow.com plays a loop! Once logged in, no additional typing is required.

The site includes a panic button that hides the screen in case not everyone in the office believes in a lunch break.

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 approximately 3,600 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(R) 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(R) brand and is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). To learn more about Arby's, please visit www.arbys.com.

About NBC Universal's DotComedy

DotComedy is NBC Universal's broadband channel devoted to exclusively to comedy. The site features a robust offering of original video series and shorts, as well as unparalleled access to NBC's famed late night comedic programming. A 2007 Webby Award Official Honoree, DotComedy is the home of viral video hit "The Easter Bunny Hates You."

Media Contact:

Kathy Siefert

Arby's Restaurant Group, Inc.

newsroom@arbys.com

Joe Libonati

NBC Entertainment Publicity

818-840-3050

Amy Zelvin

NBC Universal Digital Media Communications

212-664-7436

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Kelton Research survey commissioned by Arby's