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NASCAR® STAR MATT KENSETH WINS AGAIN FOR AMERICA!

FREE CURLY FRIES AT ARBY'S® THIS MONDAY, APRIL 16th

ATLANTA – (April 14, 2007) -- Racing phenomenon Matt Kenseth has done it again taking the checkered flag at Texas Motor Speedway on Saturday, April 13th during the O'Reilly 300 and winning Arby's curly fries for all of America for the second time. This Monday, April 16th is another "Matt's Monday" celebration and Arby's will give away free medium curly fries to celebrate the #17 win.

Customers who bring in a printed copy of the official race results from a newspaper or web site, or a free fry coupon from arbys.com, to participating Arby's on April 16th will receive their free order of curly fries.

"It's another #17 win and another Matt's Monday free curly fry day at Arby's," said Kenseth. "I'm glad I could bring it home for the fans!"

Kenseth's win also earns a \$5,000 gift for Big Brothers Big Sisters (BBBS) of North Texas - Tarrant County Office. As part of a long standing relationship with BBBS, Arby's has committed to donate \$5,000 to the local race market's BBBS agency every time Kenseth wins a race (Nextel or Busch Series) in 2007.

Arby's "Matt's Monday" free medium curly fry give away is valid only on the Monday's following a race won by Matt Kenseth in 2007, limited to one order per person with race results, while supplies last, is not valid with any other offer and is available at participating Arby's locations.

Arby's is the primary sponsor of Kenseth's No. 17 Ford Fusion in the NASCAR Busch Series.

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 more than 3,500 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.

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