

Media Contact: Kathy Siefert, Arby's Restaurant Group, Inc.  
[newsroom@arbys.com](mailto:newsroom@arbys.com)  
Kate Northrup, Hunter Public Relations  
(212) 679-6600 or knorthrup@hunterpr.com

**ARBY'S® HONORS ACTION SPORTS MAVERICKS AT INAUGURAL  
"ARBY'S ACTION SPORTS AWARDS"  
PREMIERING ON FOX SUNDAY, DECEMBER 10**

**ATLANTA** (November 29, 2006) – Be prepared to see some serious moves at the inaugural “Arby’s Action Sports Awards” ceremony, currently scheduled to air nationally on FOX, Sunday, December 10.

Stars from “Jackass No. 2”, **Steve-0, Preston Lacy, Dave England** and **Danger Ehren**, will host the event. Award presenters include special appearances by **Paris Hilton, Pamela Anderson**; “That 70’s Show” star and “Yo Momma” host **Wilmer Valderrama**; former NBA star **Dennis Rodman**; Moto-X legend and “Inked” star **Carey Hart**; WWE tough guy **John Cena**; MTV icons **Jamie Kennedy, Xzibit** and **Tom Green**; **Kelly Carlson** of FX’s hit “Nip/Tuck;” **Moon Bloodgood** co-star of the upcoming ABC series “Day Break” along with her fiancé **Eric Balfour**, who returns to the cast of “24” this season; “Saw II” scream queen **Emmanuelle Vaugier** and **Nadine Velazquez** from “My Name is Earl.” Also presenting will be: **Andrew Dice Clay, Ben Agosto, Marley Shelton, Michelle Merkin, LeeAnn Tweeden, Willa Ford** and **Tanith Belbin**.

To celebrate the spirit of these incredible athletes, Arby’s will cap off the evening with the “**Arby’s Maverick Award**” which will recognize an athlete with the most incredible sports stunt/move of the year. The jaw-dropping performances nominated for the Maverick Award will add even more excitement to the already star-studded, high-flying ceremony, honoring the top action sports performances of the year in skateboarding, snowboarding, surfing, BMX, freestyle motocross and more.

“We are thrilled to be the title sponsor of the Arby’s Action Sports Awards and wanted to offer the ‘Arby’s Maverick Award’ to recognize an outstanding athlete for performing a feat that showcases creativity, hard work and talent,” said Debra Mager, Senior Vice President of National Advertising, Arby’s Restaurant Group, Inc.

The Arby’s Maverick Award is one of 20 categories for which a panel of industry experts nominated top athletes. Maverick nominees include Ryan Capes, FMX – Moto jump 137 feet; Shane Dorian, Surf – Teahupoo barrel; Brad Gerlach, Surf – 68 foot wave; Travis Pastrana, FMX – double back flip; Jeremy

“Twitch” Stenberg, FMX – 154 foot back flip; and Danny Way, Skate – Great Wall jump or hard Rock bomb drop. Online voting for the awards is open until November 30, 2006.

Winners will be determined by the combination of fan balloting and a panel of expert judges and announced during taped ceremonies on November 30. FOX is scheduled to air the show nationally on December 10, at 2:30 PM ET/PT or 4:30 PM ET/PT either preceding or following local NFL coverage that afternoon (check local listings). FUEL TV, the only 24/7 network dedicated to the lifestyle of action sports, is hosting online voting *now* for fans and viewers at [www.fuel.tv](http://www.fuel.tv).

**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® 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® brand and is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).

# # #