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**ARBY'S® REVS ITS ENGINES IN '07
WITH SPONSORSHIP OF RACING MAVERICK MATT KENSETH**

ATLANTA (December 7, 2006) – It's no secret that Arby's is *the* place for people who crave something different and something better than ordinary fast food. Now, the leader in great tasting fast food is teaming up with Roush Racing to sponsor racing phenomenon Matt Kenseth on the track and off during the 2007 season. The Arby's brand will be the primary sponsor of 13 races on Kenseth's No. 17 Ford Fusion NASCAR Busch Series entry beginning with the season opener at Daytona International Speedway in February 2007. Arby's will also appear as the primary sponsor on Kenseth's NASCAR Nextel Cup Ford Fusion in the Spring 2007 race at Bristol Motor Speedway.

"It's very exciting to have Arby's on board with us next year on both the Busch and Cup cars," said Kenseth. "It's always great to bring a new sponsor into the sport, especially considering I already ate at Arby's to begin with. Our Busch team had a great 2006 season; we ended the year with two straight wins. Hopefully we will be able to pick up where we left off and get a win for Arby's at Daytona."

"We are thrilled to make our first entry into NASCAR, one of the premier sports in the country, partnered with a championship driver behind the wheel of the Arby's race car, Matt Kenseth, supported by the best team in the business, Roush Racing," said Chris Kuehn, Senior Vice President of National Marketing, Arby's Restaurant Group, Inc. "Matt is a true champion who exemplifies our core values of dreaming big, working hard, getting it done, and having fun."

In addition to a full car paint scheme during the races, the exciting partnership also includes a 200 day show car tour across the US, and an associate sponsorship of all No. 17 Nextel Cup races. Special sweepstakes, collectible cups, and other in-store promotions will also take place throughout the year.

Kenseth competed in 21 of the 35 Busch Series races in 2006 and was a force to be reckoned with in those starts. He rounded out the 2006 season with four poles, three wins, 15 top-five and 18 top-10 finishes in his 21 starts.

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.

About Roush Racing

Roush Racing is a subsidiary of Livonia, Mich., based Roush Enterprises which operates 13 motorsports teams; five in NASCAR Nextel Cup with drivers David Ragan, Matt Kenseth, Jamie McMurray, Greg Biffle and Carl Edwards, four in the Busch Series with Ragan, Kenseth, Biffle, Edwards, and Todd Kluever, and three in the Craftsman Truck Series with Travis Kvapil, Peter Shepherd and Erik Darnell. For sponsorship inquiries, contact Robin Johnson, Roush Racing, (704) 720-4645. For more information on any of the Roush Racing teams, log onto www.roushracing.com

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