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NASCAR'S MATT KENSETH RACES TO WIN \$5,000 FOR BIG BROTHERS BIG SISTERS WITH EACH VICTORY ON THE TRACK

PHILADELPHIA (February 21, 2007) – NASCAR® maverick Matt Kenseth has additional inspiration for capturing the checkered flag this season. Kenseth will support Big Brothers Big Sisters (BBBS) through his sponsor Arby's who will donate \$5,000 to the local agency after every win (Nextel or Busch Series). BBBS is the oldest, largest and most effective youth mentoring program in the country serving more than 250,000 youth in 2006 through one-to-one mentoring relationships.

"Mentoring is a valuable and rewarding experience," said Kenseth. "A few hours a month can make a real difference in the life of a young person. My dad, Roy, was a great mentor to me -- especially considering I took up the same line of work that he did. He taught me a lot about life and about racecars and I can't imagine where I'd be without him."

"Matt Kenseth and Arby's® are supporting our programs in a BIG way" said Judy Vredenburgh, President and CEO, Big Brothers Big Sisters. "Matt is great role model on and off the track and we hope he will inspire others to champion the cause of youth mentoring, talk about the power of one-to-one relationships in helping children realize their potential, and encourage more men to become Big Brothers."

Kenseth will support youth mentoring throughout the year. More than 70% of children waiting for a "Big" are boys, but only three out of every 10 inquiries to volunteer come from men. Research has shown that boys who participate in Big Brothers are less likely to use drugs or alcohol, have greater self-esteem, and get along better with their families.

Arby's will also sponsor an essay contest for BBBS "Littles" for a chance to win a meet and greet with Matt Kenseth.

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

About Big Brothers Big Sisters

Big Brothers Big Sisters (BBBS) is the oldest, largest and most effective youth mentoring organization in the country. It has been the leader in one-to-one youth services for more than a century, developing positive relationships that have a direct and lasting impact on the lives of

young people. The nationwide support for the organization, in both volunteers and donors, has never been stronger and the number of children served nationwide has doubled in the last few years. Yet, the surge in volunteers has been disproportionately female and more men are needed to help boys develop their self-confidence, stay in school and reach their potential. In 2006, Big Brothers Big Sisters served 250,000 children, ages 6 through 18, in all 50 states. The national offices are located in Philadelphia, PA. The BBBS website is BigBrothersBigSisters.org.

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.

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