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**ARBY'S® NEW AD CAMPAIGN -- THE ARBY'S RESCUE BRIGADE -- CHALLENGES CONSUMERS TO JOIN THE FIGHT AGAINST ORDINARY FAST FOOD**

*Applications Now Being Accepted to Join the Brigade and Star in an Upcoming Commercial*

**ATLANTA** (April 30, 2008) – Arby's Restaurant Group, Inc. has announced the introduction of a new advertising campaign that challenges consumers to join the fight against ho-hum, every day fast food.

The campaign, which was created by Merkle & Partners, features the Arby's Rescue Brigade, a group of dedicated Arby's enthusiasts whose sole mission is to save the world from ordinary fast food. The Brigade travels across the country in a boldly designed Rescue Mobile showing up on the scene when someone is eating a bland, unsatisfying fast food meal.

“The Arby's Rescue Brigade is the next evolution in the I'm Thinking Arby's® crave campaign. It's about a movement or group of loyalists who have come together with one purpose in mind -- to seek alternatives in fast food,” said Cheryl Barre, Chief Marketing Officer, Arby's Restaurant Group, Inc. “Arby's has always been about being different and providing consumers with fresh and unique products atypical of the industry -- from slow roasted, freshly sliced Roast Beef to deli-style Market Fresh® sandwiches, salads and wraps.”

The Arby's Rescue Brigade is led by Captain John Maddox, who founded the Brigade after experiencing what will forever be known as the “greasy burger incident.” Maddox set out on a mission to find other Arby's lovers who would help him with his newfound calling. He recruited lovers of curly fries, Jamocha Shakes, classic Beef 'n Cheddar and Toasted Sub sandwiches. And thus, the Arby's Rescue Brigade was born.

The Arby's Rescue Brigade is recruiting a new member to join the cause. Consumers looking for a chance to win a role as the newest Brigade member in an upcoming Arby's commercial and free Arby's food for a year, may send in a video to [www.arbysrescuebrigade.com](http://www.arbysrescuebrigade.com) auditioning for the job. The contest runs through June 30, 2008. For more information, rules and regulations, please visit [www.arbysrescuebrigade.com](http://www.arbysrescuebrigade.com).

The first Arby's Rescue Brigade ad highlights Arby's Philly Beef and Fajita Flatbread Melts. In addition, Arby's has partnered with Yahoo! to feature the Arby's Rescue Brigade on several of its high traffic pages as well as in :15 streaming videos showcasing a few of Arby's most popular snacks and shakes, including Loaded Potato Bites® and the Berry Delight Swirl Shake.

**About Arby's Restaurant Group, Inc.**

Arby's Restaurant Group, Inc. (ARG) is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). ARG, based in Atlanta, is the franchisor of the Arby's restaurant system, which consists of approximately 3,700 restaurants worldwide, and is owner and operator of over 1,100 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, toasted subs, 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. To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).

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