

Media Contact:  
Kathy Siefert  
Arby's Restaurant Group, Inc.  
[newsroom@arbys.com](mailto:newsroom@arbys.com)

**ARBY'S® IS SHAKING UP THE WAY CUSTOMERS EAT CHICKEN  
WITH NEW POPCORN CHICKEN SHAKERS™**

Fast Food Chain Offers Shakable Cup for *Dine In* or *Get It and Go*

**ATLANTA** (June 29, 2007) – Say goodbye to dipping and hello to shaking! Arby's is now offering the newest way to eat chicken with the introduction of its Popcorn Chicken Shakers.

**STEP 1 – Select regular or large Popcorn Chicken Shakers**

**STEP 2 – Choose from either a fiery Buffalo or tangy BBQ Sauce**

**STEP 3 – Pour as much or as little sauce (There's no right or wrong answer here) over Popcorn Chicken in Shaker Cup**

**STEP 4 – Close domed lid (Very important step to remember)**

**STEP 5 – Shake to your own personal perfection**

**STEP 6 – Enjoy (Fork provided)!**

Available from July 2 through August 18, 2007, Arby's is offering popcorn chicken served in a portable, shake-able cup for dining in or easy, on-the-go snacking. Part of Arby's Chicken Naturals®, Popcorn Chicken Shakers feature bite sized chicken that starts with 100 percent all natural chicken breast in a crispy, seasoned breading.

“We wanted to put our customers in control of their own flavor experience,” said Arby's Executive Chef Neville Craw. “We're allowing them to use as little or as much sauce as they like, and to smother and shake to their own personal perfection. Not to mention, it's a fun, new, portable way to eat popcorn chicken.”

Arby's will support the launch of Popcorn Chicken Shakers with new television spots and in-store POP featuring #17 NASCAR® driver Matt Kenseth. In addition, restaurants will offer customers limited edition Matt Kenseth gift cards.

A refreshing new shake is also featured during the promotional period. The creamy Strawberry Banana Swirl Shake features a banana swirl and is the latest addition to Arby's premium shake menu, which also includes the classic Jamocha Shake.

**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 3,600 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).

# # #

*NASCAR is a registered trademark of the National Association for Stock Car Auto Racing, Inc.*

*Roush Fenway Racing Trademarks and Matt Kenseth's name and/or likeness used by authority of Roush Fenway, LLC.*