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**IT'S OFFICIAL:
ARBY'S® CUSTOMERS HAVE SPOKEN
AND THEY'RE THINKING MARKET FRESH™ REUBENS**

#1 Selling Market Fresh Sandwich Is Back With a Portable Friend – A Rye Wrap

ATLANTA (November 20, 2006) – The results are in and the customer has spoken. Since its launch last year, Arby's Market Fresh Reuben Sandwich has successfully taken the lead to become the Market Fresh line's best seller.

Beginning Monday, and for a limited time, it's also available as a wrap. The classic Arby's Market Fresh Reuben Sandwich features thinly sliced, classic-cured corned beef, tangy Thousand Island dressing, old-world style sauerkraut, and all natural, big-eye Swiss cheese all served on thick-sliced toasted marble rye Market Fresh bread.

Through January 6, 2007, the Market Fresh Reuben Wrap features all of the same delicious ingredients as the sandwich, but is dished up on a rye wrap for portable, eating on-the-go. Both versions are also available with Arby's signature Roast Turkey.

“Contrary to popular belief, the Reuben sandwich originated in Nebraska in the 1920s, not in New York City,” said Matt Johnson, President and CEO of DRM, Inc., an Omaha-based franchisee with 65 Arby's restaurants. “This classic deli sandwich has proven to be just as popular today with both Nebraskans and with our customers nationwide.”

The recommended price for the Market Fresh Reuben Sandwich and Wrap is \$3.99. Arby's will support the launch through in-store promotion as well as a new “I'm Thinking Arby's”® television commercial.

First introduced in May 2001, Arby's Market Fresh line of sandwiches, wraps and salads complements Arby's long-time classics such as the slow-roasted and freshly sliced Roast Beef 'n Cheddar sandwiches, Curly Fries and Jamocha Shakes.

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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