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ARE YOU THINKING UPSET?

Arby's® Issues The Ultimate Challenge: Arby's to Give Away Roastburger™ Sandwiches if a 16-Seeded Team “Roasts” a 1-Seeded Team

ATLANTA – (March 16, 2009) – For years, college hoops fans have dreamed of the day that a 16-seed finally beats a number one seed in the big tournament. This year, Arby's is giving people one more reason to root for the underdog. In celebration of a 16-seed victory – and to launch its new Roastburger sandwiches – participating Arby's locations will give away one All-American Roastburger to people visiting Arby's restaurants in the United States on Monday, March 23.

If a 16-seeded team beats a number one seed in the opening round of the Men's Division 1 college basketball tournament on either March 19 or 20, Arby's will give away one All-American Roastburger sandwich on Monday, March 23, 2009. Customers must bring in proof of the win, such as the game's box score, a newspaper article or press release, to receive a free All-American Roastburger. Redemption to take place during operating hours (hours vary by location), limit one All-American Roastburger sandwich, per customer, while supplies last. Offer subject to conditions. Valid at participating Arby's locations only. Additional information and offer conditions will be made available to consumers in store.

“Each year at this time, people crave that Cinderella story – the team that takes everyone by surprise,” said Jason Abelkop, Senior Vice President, Marketing and National Media, Arby's Restaurant Group, Inc. “Our new Roastburgers offer an unexpected change from standard greasy burgers.”

Roastburgers, the burgers done better, pair Arby's signature, oven roasted, freshly sliced roast beef with classic burger toppings. Varieties include:

- **All-American:** Thinly sliced, oven roasted roast beef topped with fresh lettuce, tomato, pickle, onion, ketchup, mustard, and a secret sauce served on a toasted specialty roll.
- **Bacon and Bleu Cheese:** Thinly sliced, oven roasted roast beef topped with pepper bacon and bleu cheese spread, fresh lettuce, tomato and onion served on a toasted specialty roll.
- **Bacon and Cheddar:** Thinly sliced, oven roasted roast beef topped with pepper bacon and cheddar cheese, fresh lettuce, tomato and onion served on a toasted specialty roll.

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About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest restaurant franchising system in the sandwich segment of the U.S. quick service restaurant industry. There are more than 3,700

Arby's® restaurants in the system. Founded in 1964, Arby's quick service restaurants specialize in slow roasted and freshly sliced roast beef sandwiches as well as Market Fresh® deli-style sandwiches, toasted subs, and salads, all 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, Inc. is a subsidiary of Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit www.arbys.com.