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**CONSUMERS TO FLOCK TO ARBY'S RESTAURANTS NATIONWIDE
FOR FREE SAMPLE OF NEW ARBY'S CHICKEN NATURALS™**

New Menu Line Starts with 100 Percent Natural Chicken Free of Added Water, Salt and Phosphates

ATLANTA (March 6, 2006) – It's all about taste, and Arby's wants to give customers the chance to taste the difference for themselves with a free sample of its Arby's Chicken Naturals product line. On March 9th, every customer that visits an Arby's from 11:00 a.m. to 7:00 p.m. (local time) will receive one free Arby's Chicken Naturals Tender with their choice of dipping sauce.

Arby's Chicken Naturals is a full line of menu offerings that starts with 100 percent natural chicken breast that is not altered or injected with added water, salt or phosphates. The result is better tasting, higher quality chicken, or, chicken that tastes like chicken!

"Arby's is the first and only quick service restaurant chain to offer an entire product line that starts with 100 percent natural chicken including sandwiches, wraps, salads and tenders," said Debbie Pike, chief marketing officer, Arby's Restaurant Group, Inc. "We're sampling our new Arby's Chicken Naturals because we want consumers to taste the difference – and experience what chicken should really taste like. Now that consumers have a better choice in fast food chicken, we're sure that they'll choose Arby's Chicken Naturals."

Other leading fast food companies offer chicken breast sandwiches with up to 29 percent of solutions made of various elements including water, seasoning (salt, spices and spice extract), oil, modified food starch, sodium phosphates.

Customers can enjoy their favorite Arby's chicken menu items such as the Chicken Cordon Bleu Sandwich (grilled or crispy), Chicken Bacon 'n Swiss Sandwich, Chicken Tenders (3- and 5-pack and Kid's Meal), Market Fresh™ Chicken Salad Sandwich or Wrap, and grilled or crispy chicken featured in the Market Fresh Martha's Vineyard Salad™, Market Fresh Chicken Club Salad and Market Fresh Santa Fe Salad™ – all made with Arby's Chicken Naturals.

The launch of Arby's Chicken Naturals product line is being supported with national print, television and radio advertising as well as outdoor banners, in-store signage, point of purchase displays, marketing and local promotions.

According to the U.S. Department of Agriculture, Americans eat more chicken than any other meat, surpassing beef by nearly 20 pounds each year per consumer. The USDA estimates that domestic chicken consumption will reach more than 86 pounds per capita in 2006. The USDA points to chicken's halo of health and strong qualities of versatility, value, convenience and taste as main factors in consumption growth.

About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc. is an Atlanta-based company that 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 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, better 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, TRYB). To learn more about Arby's unique tastes and franchising opportunities, please visit www.arbys.com.

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