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ARBY'S® NAMES STEVE DAVIS CHIEF MARKETING OFFICER

ATLANTA, December 11, 2008 – Tom Garrett, President and CEO of Arby's Restaurant Group, Inc. announced today that Stephen H. Davis has been named Chief Marketing Officer for the Arby's brand effective January 5, 2009. Davis assumes this position from Cheryl Barre who resigned earlier this year. In this position, Davis will lead all strategic brand marketing efforts including product development, national and field marketing, advertising, media, consumer insights and research.

"Steve has proven his exceptional strategic marketing ability and brings respected results-oriented leadership to the Arby's brand," said Garrett. "He has strengthened restaurant and beverage companies in highly competitive industries and successfully marketed both new and mature brands. Adding Steve completes the Arby's brand leadership team."

A seasoned veteran, Davis brings more than 25 years of marketing and management experience to the Arby's team. Among his prior positions, Davis served as Senior Vice President and Chief Marketing Officer for Heineken North America, where he was responsible for all aspects of marketing for the \$2 billion operating company of the world's largest international brewer. Under his leadership, the company repositioned the Heineken brand and added several new brands to the portfolio.

Davis also held senior leadership positions for both the Pizza Hut and Pepsi-Cola brands for PepsiCo, Inc. After joining Pizza Hut in 1984, he held several regional marketing positions and assumed the position of Vice President, National Marketing and Public Relations in 1989 with overall marketing responsibility for the \$4.5 billion chain of 8,000 restaurants. His track record of proven results led to reassignments and promotions to senior marketing positions with Pepsi-Cola in the U.S. and Canada.

"I'm both honored and excited to become part of the Arby's team. It is truly one of the great brands in the restaurant industry with both an outstanding history of success as well as tremendous potential for growth," said Davis. "I look forward to joining such a talented and experienced team of professionals."

Davis is a graduate of Wake Forest University with an M.B.A. and B.A. in Liberal Arts.

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 quick service restaurant industry. As of September 28, 2008, there were a total of 3,735 Arby's restaurants in the system, including 1,173 Company-owned and 2,562 franchised locations. 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.

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