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**WHY PAY \$5 AND SETTLE FOR JUST *HALF* FULL  
WHEN YOU CAN GET A \$5 *FULL* MEAL DEAL AT ARBY'S® RESTAURANTS?**

*Get Full with a \$5 Market Fresh® Toasted Sub Combo, Including Fries and Drink*

**ATLANTA** (October 17, 2008) – Why pay \$5 at other pseudo-sub shops and settle for half full, when you can get a fresh, full sub meal at Arby's for the same price? Now through November 8, 2008, Arby's is offering its Market Fresh Toasted Subs, including fries and a drink, for only \$5.

“Unlike those other guys who promote \$5 for just a sandwich as a great deal, Arby's is really trying to help out today's cash-strapped consumers with a full meal for the same price, including one of their favorite toasted subs, plus our famous curly fries and a drink,” said Jason Abelkop, Senior Vice President, Marketing & National Media, Arby's Restaurant Group, Inc.

Consumers can choose from one of Arby's mouth-watering Market Fresh Toasted Subs, featuring premium, deli-style meats and cheeses, fresh vegetables and flavorful sauces all toasted to perfection and served from the convenience of a drive-thru. Choices include:

- **The French Dip & Swiss Toasted Sub** – features Arby's signature slow-roasted, thinly-sliced roast beef and melted Swiss cheese on a ciabatta roll, toasted until golden brown and served with a side of hot, savory au jus for dipping
- **The Philly Beef Toasted Sub** – comes with Arby's classic thinly-sliced roast beef, melted Swiss cheese, roasted onions, green and red bell peppers and mayo on a toasted ciabatta roll
- **The Classic Italian Toasted Sub** is stacked to perfection with thinly-sliced ham, salami, pepperoni, melted Swiss cheese, banana peppers and mayonnaise on a toasted ciabatta roll and toasted and topped with lettuce, tomato and red onion and then finished with a red wine vinaigrette
- **The Turkey Bacon Club Toasted Sub** – features sliced turkey breast, melted Swiss cheese, pepper bacon, lettuce, tomato and mayonnaise on a toasted ciabatta 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 quick service restaurant industry. As of June 29, 2008, there were a total of 3,719 Arby's restaurants in the system, including 1,169 Company-owned and 2,550 franchised locations. Founded in 1964, Arby's quick service restaurants specialize in slow roasted and freshly sliced roast beef sandwiches as well as its Market Fresh® deli-style sandwiches, toasted subs, 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 Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).