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MODEL TORI PRAVER IS THINKING ARBY'S®

Sports Illustrated Fan Favorite Featured In New Roastburger™ Sandwich TV Ad

ATLANTA – (May 5, 2009) – It's every guy's fantasy – you're sitting there, minding your own business, when a gorgeous model saunters up and says, "Call me." This spring, Arby's made that dream come true, for one average Joe...well, sort of. In a new television ad for its Bacon Cheddar Roastburger – a departure from greasy fast food burgers – Arby's Restaurant Group, Inc. teamed up with *Sports Illustrated* swimsuit model, Tori Praver, for a tongue-in-cheek look at just what could go wrong with that scenario if you're eating the wrong lunch.

The 30-second spot, created by Merkley + Partners and titled "Digits," depicts an average man sitting on a park bench eating a greasy fast-food burger. Praver, looking very model-like, walks by and hands the man a note containing her phone number. When the man opens the note, his greasy fingers smear the last four digits of her phone number. The man, left with a mouthful, tries to get Praver's attention, but she drives off mouthing the words, "Call me."

"With this ad, we wanted to humorously show how one greasy lunch choice could go horribly wrong," said Steve Davis, Chief Marketing Officer, Arby's Restaurant Group, Inc. "Perhaps if he'd been eating a Roastburger sandwich, the story would have ended differently."

Tori Praver, who started her modeling career as the youngest face of GUESS? at 17, has been featured on the covers of *Cosmopolitan*, *Elle* and *Glamour* and appeared in major fashion spreads in *Elle*, *Glamour*, *Allure* and *GQ*. She is currently the face of Billabong and has been featured in ad campaigns for Liu Jo, Ann Taylor, IZOD, Yamamay, Redken, Golden Lady and Kanebo and walked the catwalk for Halston, Cynthia Rowley, Zac Posen, Miss Sixty and more. This year, millions of Praver's fans were able to see her grace the pages of the 2009 *Sports Illustrated* Swimsuit issue, an honor she also received in 2007 and 2008.

"Digits" is the latest in a series of television ads that offer a comical take on Arby's Roastburger sandwich advantage. Roastburger sandwiches pair the company's signature, oven roasted, freshly sliced roast beef with classic burger toppings such as pepper bacon, cheddar and bleu cheeses, lettuce, tomato, and onions. Another recent ad features a burger joint employee throwing a burger through an Arby's window with a note that read, "Stop making Roastburgers...or else."

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About Arby's Restaurant Group, Inc.

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest quick-service sandwich chain in the U.S. with more than 3,700 system-wide restaurants. 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.