

Media Contact:
Kathy Siefert
Arby's Restaurant Group, Inc.
newsroom@arbys.com

JOAN RIVERS AND HULK HOGAN PROVE NATURAL IS ONLY BETTER IN ARBY'S® CHICKEN

New TV Ads Support Launch of Arby's Chicken Naturals™

ATLANTA (February 28, 2006) – As part of the launch of its Chicken Naturals menu, Arby's is introducing two new television ads featuring gossip maven, Joan Rivers, and wrestling legend, Hulk Hogan.

The spots, which run through March 25, 2006, shed light on why natural is only better in Arby's chicken.

One ad reveals what stand up comedienne and queen of the red carpet Joan Rivers would look like "natural" had she forgone plastic surgery. An almost unrecognizable, very wrinkled, yet bejeweled Joan quickly realizes that natural only works for chicken.

In another ad, the world's most famous wrestler, Hulk Hogan, also realizes that natural only works for Arby's chicken when he is transformed into a scrawny version of himself. Decked out in red and yellow wrestling tights, the puny Hulk strains to pull off his signature move -- ripping off his t-shirt.

"Chicken Naturals is a prime example of that something different something better experience Arby's has been offering for more than 40 years," said Debra Mager, Senior Vice President of Advertising, Arby's Restaurant Group, Inc. "We wanted the creative to be larger than life to match the uniqueness of our new chicken as well as take a step out from what anyone else is doing in the category."

Arby's Chicken Naturals, available nationwide this month, is a full menu line of chicken products – a first in the fast food industry -- that starts with 100 percent all natural chicken breast that is not altered or injected with added water, salt or phosphates. The result is better tasting, higher quality chicken.

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 Jamocho 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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