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## **Arby's® Expands All-Natural Chicken Menu With Introduction Of Zesty Southwest Chipotle Chicken Sandwich**

*Cool Orange Cream Shake and Two Signature Chicken Sandwich Favorites Round Out Menu Line-up*

**ATLANTA (July 5, 2006)** - Arby's is spicing things up and cooling them down this summer with the arrival of the savory Southwest Chipotle Chicken Sandwich and the smooth, cool and creamy Orange Cream Shake.

Arby's new Southwest Chipotle Chicken Sandwich, the latest innovation in the Arby's Chicken Naturals. menu, starts with 100 percent all-natural chicken breast (crispy or grilled) and features crisp pepper bacon, Colby Jack cheese, red onion, lettuce, tomato and spicy chipotle mayonnaise served on a toasted sesame seed bun.

"Arby's has always been committed to providing unique, premium menu choices that cannot be found elsewhere in the quick service segment," said Debbie Pike, Chief Marketing Officer, Arby's Restaurant Group, Inc. "This trend continues with the flavor profile of the Southwest Chipotle Chicken Sandwich and the all-natural component of our chicken line."

Two of Arby's signature chicken sandwiches, the Chicken Cordon Bleu and the Chicken Bacon and Swiss, also join the line up this summer. The Chicken Cordon Bleu features roast ham and Swiss cheese piled high on a grilled or crispy white meat chicken breast fillet on a toasted sesame seed bun. The classic Chicken Bacon and Swiss is made with a grilled or crispy chicken fillet, thick cut bacon, Swiss cheese and honey mustard served on a sesame seed bun. Both start with 100 percent all-natural chicken.

Arby's Chicken Naturals, which launched in February, is a full menu line of chicken products 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.

Other leading fast food companies offer chicken breast sandwiches with up to 29.3 percent of solutions made of various elements including water, seasoning (salt, spices and spice extract), oil, modified food starch, sodium phosphates.

To cool things off this summer, Arby's is introducing a new addition to its premium shake line, the Orange Cream Shake. The Orange Cream Shake will be available nationwide for a limited time, and features a smooth orange blend with a creamy vanilla swirl.

### **About Arby's Restaurant Group, Inc.**

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 its

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. The Atlanta company includes more than 3,500 franchised and company-owned restaurants in 48 states and four countries. Arby's also owns and operates the Pasta Connection® and T.J. Cinnamons® brands and is a subsidiary of Triarc Companies, Inc. (NYSE: TRY, TRY.B). To learn more about Arby's unique tastes and franchising opportunities, please visit [www.arbys.com](http://www.arbys.com).