ARBY’S® UNVEILS BRAND RE-LAUNCH AND NEW ADVERTISING CAMPAIGN:
“SLICING UP THE TRUTH ABOUT FRESHNESS™”

New Ads Feature Former NYC Police Detective Bo Dietl Hot on the Case to Find Freshly Sliced Meats

ATLANTA, October 1, 2012 – Arby’s Restaurant Group, Inc. is rolling out a brand re-launch and new advertising campaign, “Slicing Up the Truth About Freshness,” that celebrates Arby’s rich heritage in freshly slicing meat in their restaurants every day for nearly 50 years. Through the new campaign, Arby’s highlights this fact and differentiates themselves from other sandwich shops that cannot make the same claim.

The new advertising campaign, created by Crispin Porter + Bogusky, tells Arby’s story about serving great tasting sandwiches with meats that are sliced fresh daily in their restaurants.

“The fact that Arby’s has been freshly slicing meats in every restaurant for nearly 50 years is something we’re extremely proud of, and it’s something not all restaurant chains can say they do for their customers,” said Russ Klein, Chief Marketing Officer, Arby’s Restaurant Group, Inc. “We’re committed to providing our customers with the best quality food and service possible, and it’s our belief that freshly sliced meat makes a great sandwich.”

New campaign elements include:

- National television, print and digital advertisements featuring former New York City Police Detective Bo Dietl on a mission to expose the truth about fresh slicing.
- Updated, modernized logo that stays true to the iconic hat, but also communicates Arby’s pride in freshly slicing meat daily in each restaurant.
- Introduction of the greatest thing since sliced roast beef – Turkey Roasters, a new line of turkey sandwiches freshly sliced daily in Arby’s restaurants and served hot.
- New tagline – “Slicing Up Freshness.”
- Complete website refresh, www.Arbys.com, to reflect the new campaign and highlight Arby’s famous slicers.

Crucial to the campaign, Arby’s puts Bo Dietl on the case to expose the truth about freshly sliced meats. The cutting-edge advertisements were brought to life with the help of director Larry Charles, who is best known for directing films such as Borat, Religulous, Brüno and The Dictator, as well as his writing work for
Seinfeld. These new televisions spots mark Charles’ first endeavor into commercials and began airing Sunday, September 30. The spots will be featured during popular primetime shows, including Revolution, Ben and Kate, Animal Practice, Glee, Modern Family, X-Factor, The Voice and Revenge. In late night, the ads will air in the company of Jay Leno, Craig Ferguson, Jimmy Fallon and Jimmy Kimmel.

Another important element in the brand re-launch is a renewed focus on Arby’s innovation pipeline. As announced in September, Arby’s is now offering Turkey Roasters, a new line of turkey sandwiches. Turkey Roasters are served hot, made fresh to order and feature oven roasted, tender turkey that is thinly sliced each day in the restaurants and piled high. And this October, Arby’s is featuring the Grand Turkey Club, made with freshly sliced roast turkey, melted Swiss cheese, pepper bacon, lettuce, tomato and mayo on a toasted harvest wheat bun.

For more information on Arby’s campaign, the Grand Turkey Club or to find an Arby’s near you, visit www.Arbys.com or www.facebook.com/Arbys.

About Arby’s Restaurant Group, Inc.
Atlanta-based Arby’s Restaurant Group, Inc. is the second largest quick-service sandwich chain in the U.S. with more than 3,500 restaurants system wide. In addition to its classic Roast Beef and Beef ’n Cheddar sandwiches, slow-roasted and thinly carved in store daily, Arby’s is also known for its deli-style Market Fresh® line of sandwiches and salads, Curly Fries and Jamocha Shakes. In September 2012, Arby’s introduced the greatest thing since sliced roast beef – hot Turkey Roasters, a full line of oven roasted, turkey sandwiches, thinly sliced in-store daily. To learn more about Arby’s, please visit www.arbys.com.

# # #