



## Arby's Announces Senior Leadership Changes

ATLANTA (August 24, 2017) – Arby's Restaurant Group, Inc. (ARG) announced, effective on August 21, Rob Lynch has been appointed to the newly created role of President, Arby's, and Jim Taylor has been promoted to Chief Marketing Officer.

As President, Arby's, Lynch will oversee the brand's Marketing, Operations, and Development functions. Lynch previously served as Chief Marketing Officer and Brand President. He will continue to serve as the President of the Arby's Franchise Association.

As Chief Marketing Officer, Taylor will lead all research and development, new product innovation, brand marketing and positioning, advertising creation, and media planning. Taylor previously served as Senior Vice President of Marketing.

"Rob and Jim have already made a tremendous impact to our company, and I'm excited to see them given the opportunity to amplify their contributions in their new leadership positions," said Paul Brown, Chief Executive Officer of ARG.

At the close of the second quarter, Arby's U.S. system achieved 27 consecutive quarters of same-store sales growth and average unit volume reached \$1.13 million. Since 2013, Arby's global system sales have grown 20% to \$3.7 billion. Arby's remains on track to achieve \$4 billion in global system sales by the end of 2018 – a goal that the company set in 2014.

### About Arby's®

Arby's, founded in 1964, is the first nationally franchised sandwich restaurant brand, with more than 3,300 restaurants worldwide. The Arby's brand purpose is "Inspiring Smiles Through Delicious Experiences®." Arby's restaurants feature Fast Crafted® service, a unique blend of quick-serve speed and value combined with the quality and made-for-you care of fast casual. Arby's Restaurant Group, Inc. is the parent company of the franchisor of the Arby's brand and is headquartered in Atlanta, Ga. Visit [Arbys.com](http://Arbys.com) for more information.

With the current growth and momentum of the brand, Arby's is actively seeking new franchisees. To learn more about available markets and requirements, visit [ArbysFranchising.com](http://ArbysFranchising.com)

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