



FOR IMMEDIATE RELEASE

## **Arby's Brand President and Chief Marketing Officer Rob Lynch Named "Outstanding Marketer of the Year" by *PRWeek***

ATLANTA (March 21, 2017) – *PRWeek* named Rob Lynch, Brand President and Chief Marketing Officer of Arby's Restaurant Group, Inc. (ARG), the [2017 Outstanding Marketer of the Year](#) during their annual awards gala in New York City on March 16. The *PRWeek* Awards are regarded as one of the communications industry's highest accolades.

The judging panel from *PRWeek* recognized Lynch for having "a unique ability to take the right risk at the right moment." Lynch's talent for producing bold marketing moments was on full display in 2016, from Arby's formal launch of "It's Meats Season®" campaign celebrating the start of hunting season, to poking fun at vegetarians with a Leap Day-only vegetarian menu, to collaborating with the charismatic pro golfer Andrew "Beef" Johnston.

"I want to thank *PRWeek* and the panel of judges for this generous recognition," said Lynch. "The marketing team at Arby's, and our brand agencies, are best-in-class at what they do. I'm proud that we've been able to make big waves with our marketing, and we'll continue to push the envelope this year and beyond."

This honor adds to the roster of accolades Arby's has earned for its marketing efforts, including: Advertising Age's "2015 Marketer A-List"; Shorty Award's "2015 Social Marketer of the Year"; PR World Awards' "2016 CMO of the Year"; Content Marketing Award's "2016 Best Use of Facebook"; the 2016 North American Effie Award; and the 2017 North American In2 SABRE Award.

###

### **About Arby's®**

Arby's, founded in 1964, is the first nationally franchised sandwich restaurant brand, with more 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 [DiscoverArbys.com](http://DiscoverArbys.com)

### **Media Contact**

Matt Baker  
678-514-5103  
MBaker@arbys.com