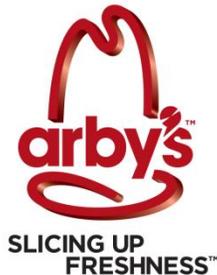


Jason Rollins  
Arby's Restaurant Group, Inc.  
678-514-4219 / jrollins@arbys.com

Brittney Boehm  
Hunter Public Relations  
212-679-6600 x 258 / bboehm@hunterpr.com



## **ARBY'S® BRINGS NEW MEANING TO FRIENDSHIP BY HONORING ORIGINAL “TWO MILLIONTH FAN” IN CELEBRATION OF FACEBOOK MILESTONE**

### **National Restaurant Chain Gives Thumbs Up To Facebook Fans By Naming First Ever “Arby’s Fan Of The Week”**

**ATLANTA, XXX XX, 2013** – Arby's Restaurant Group, Inc. is proud to announce that with the support of a loyal fan base, Arby's has reached two million Facebook fans and is celebrating with the launch of a new program in their honor – “Arby's Fan of the Week.” As the milestone was quickly approaching, Arby's set out to find someone who perfectly represented the Arby's fan base to become the historic two millionth Facebook fan.

Arby's searched the archives for historic moments, and came across one fan who fit the bill completely. When Donelle Norblom stopped into her local Arby's in 1970 and became Arby's two millionth customer, she didn't imagine decades later Arby's would ask her to celebrate another notable moment in history. Designated Arby's original “two millionth fan,” Donelle was asked to help Arby's reach two million Facebook fans by ‘liking’ the Arby's Facebook page. This momentous occasion is showcased in a video on the Arby's [YouTube](#) channel.

And since any friend of Donelle's is a friend of Arby's too, Arby's will reward anyone who can prove that they were friends with Donelle in 1970. Friends can simply upload a photo of themselves with Donelle in 1970, the year she became Arby's two millionth customer, to the dedicated [Facebook](#) application to receive a \$25 Arby's gift certificate to enjoy lunch on the house.

“Becoming the two millionth Arby's customer in 1970 made me really popular in school that year,” said Donelle. “I'm so excited to be able to celebrate this new Facebook milestone with Arby's more than forty years later!”

In addition, Arby's is crowning Donelle the first “Arby's Fan of the Week,” a new Facebook program to celebrate the remaining 1,999,999 fans and counting. Following Donelle's reign, each week Arby's will randomly choose a new fan to receive the coveted title of “Fan of the Week” and a \$25 gift card to enjoy during their next visit to Arby's. To have the chance to become “Arby's Fan of the Week,” fans can upload a photo of themselves enjoying a meal at their local Arby's to the dedicated Facebook application. The winning fan's image will be posted on Arby's Facebook page each week.

“We are really moved by the continued support of our Facebook fans, as we have garnered more than one million new fans in less than one year,” said Bob Kraut, Senior Vice President of Brand Marketing & Advertising, Arby’s Restaurant Group, Inc. “To celebrate this milestone, we are building on a unique moment in our history by recreating a photo of Donelle on the day she became our two millionth customer in 1970 in order to commemorate her helping us to reach two million Facebook fans.”

To view the celebratory photo and video of Donelle becoming Arby’s two millionth Facebook fan, or to enter for your chance to become “Arby’s Fan of the Week,” please visit Arby’s [YouTube](#) channel or Arby’s [Facebook](#) page.

**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 3,400 restaurants system wide. In addition to its classic Roast Beef and Beef ‘n Cheddar sandwiches, slow-roasted and thinly sliced 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 2011, Arby’s introduced Ultimate Angus, a premium, 100% Black Angus beef featured in freshly prepared sandwiches. In 2012, Arby’s launched a line of premium turkey sandwiches called Hot Turkey Roasters. To learn more about Arby’s, please visit [www.Arbys.com](http://www.Arbys.com).

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