



**Press Release**  
DECEMBER 4, 2008

## **Arby's Restaurant Group, Inc. Names Sparks Grove As Interactive Agency of Record**

ATLANTA (December 4, 2008) – Arby's Restaurant Group, Inc. ([www.arbys.com](http://www.arbys.com)), a wholly owned subsidiary of Wendy's / Arby's Group, Inc. (NYSE: WEN) and one of the country's largest restaurant franchising systems, announced today that it has named Sparks Grove, Inc. ([www.sparksgrove.com](http://www.sparksgrove.com)) its interactive agency of record (AOR).

Sparks Grove was selected following an in-depth competitive review. The agency will work with Arby's on the brand's overall digital strategy, online media and advertising, online creative development, and [arbys.com](http://arbys.com) web site development.

"Sparks Grove demonstrated a unique understanding of the Arby's customer combined with exceptional strategic thinking and digital creative concepts," said Mary Ellen Barto, Vice President, Media Services, Arby's Restaurant Group, Inc.

When discussing this latest win for Sparks Grove, Keith Browning, Sparks Grove President and Chief Executive Officer said, "We are thrilled to partner with the Arby's team and inspired by the opportunity to contribute to the continued growth of one of the most innovative quick service restaurant chains in the industry. Together, we'll bring that spirit of innovation to the digital aspects of Arby's marketing activities and to the Arby's customer experience."

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

Arby's Restaurant Group, Inc., based in Atlanta, is the second largest restaurant franchising system in the sandwich segment of the quick service restaurant industry. As of September 28, 2008, there were a total of 3,735 Arby's restaurants in the system, including 1,173 Company-owned and 2,562 franchised locations. Founded in 1964, Arby's quick service restaurants specialize in slow roasted and freshly sliced roast beef sandwiches as well as Market Fresh® deli-style sandwiches, toasted subs, and salads, all with the convenience of a drive-thru. Arby's offers guests a unique, great tasting alternative to traditional fast food with its one-of-a-kind menu items including the Beef 'n Cheddar, Curly Fries and Jamocha shakes. Arby's Restaurant Group, Inc. is a subsidiary of Wendy's/Arby's Group, Inc. (NYSE: WEN). To learn more about Arby's, please visit [www.arbys.com](http://www.arbys.com).

### About Sparks Grove, Inc.

Sparks Grove, an independent marketing agency headquartered in Atlanta, Georgia, provides customer insight, marketing strategy, and creative solutions to clients that include many of the world's leading brands. Located at the forefront of marketing's offline and online convergence, Sparks Grove drives business results by designing and delivering compelling brand experiences that meaningfully engage our clients' customers. For more information, please visit our web site at [www.sparksgrove.com](http://www.sparksgrove.com).

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