



Big Brothers Big Sisters

Little Moments. Big Magic.™

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FOR IMMEDIATE RELEASE

DONATE A DOLLAR TO MATCH A CHILD WITH A MENTOR

Support Big Brothers Big Sisters by Donating \$1 at Your Local Arby's®

Eau Claire, WI (June 11, 2009) – Arby's restaurants are giving residents of Northwestern Wisconsin an easy way to help the children in their community. From June 15 through July 26, 2009, customers who visit Arby's restaurants may donate \$1 to Big Brothers Big Sisters of Northwestern Wisconsin to help the organization match a child with an adult mentor.

“While people think of Big Brothers Big Sisters as a volunteer organization, it's also a non-profit charity that depends on donations to make more matches,” said Greg Hawkins, Sr. Vice President of Community Partnerships, Arby's Restaurant Group, Inc. “Funding is used for recruiting, careful matching, background checks, screening and maintaining ongoing professional support for the volunteers, youth and their families – the key to ensuring long-term positive outcomes that change lives and communities.”

Arby's customers who come into local Arby's restaurants from June 15 through July 26, 2009, may donate a dollar and sign a “Help Us Help Kids” pin-up to hang on the walls of the restaurant. Customers who donate will receive a coupon redeemable for \$1 off select Arby's menu items during their next purchase. The donated money will support Big Brothers Big Sisters of Northwestern Wisconsin. Last year, Arby's raised over \$2 million nationwide through its pin-up campaign.

“There's a growing demand for structured successful youth mentoring, particularly in this economy when families are struggling,” said Craig Monson, CEO of Big Brothers Big Sisters of Northwestern Wisconsin. “Independent research shows children matched with Big Brothers Big Sisters mentors are more likely to succeed in school, behave nonviolently, avoid drug and alcohol abuse and other negative influences.”

“We’ve always believed in the power of giving back to the communities that we serve,” Hawkins said. “Mentoring makes a powerful difference and I’m proud to be part of an effort that gives the entire community an opportunity to contribute.”

About Arby’s Foundation

The Arby’s Foundation, Inc. is a non-profit 501 (c) (3) corporation grounded in the belief that every individual has the power to make a difference. Since its inception in 1986, the Arby’s Foundation has raised more than \$36 million through Arby’s Charity Tour events, in-store fundraising, community events and grant programs to support youth education and mentoring initiatives. For the past two years, the Arby’s Foundation has given over \$800,000 in grants to support Big Brothers Big Sisters’ “Campaign for Men” to assist the organization in reaching its goal of recruiting more male mentors. For more information on the Arby’s Foundation, please visit www.arbysfoundation.org.

About Arby’s Restaurant Group, Inc.

Arby’s Restaurant Group, Inc., based in Atlanta, is the second largest quick-service sandwich chain in the U.S. with more than 3,700 system-wide restaurants. 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.

About Big Brothers Big Sisters

Big Brothers Big Sisters of Northwestern Wisconsin currently serves five counties: Eau Claire, Chippewa, Dunn, Pierce and St. Croix. The largest youth mentoring organization in Western Wisconsin, the agency serves more than 500 children in one-to-one mentoring relationships annually. The organization’s mission is to help children reach their potential through professionally supported, one-to-one relationships with measurable impact. Learn more at www.bbbsnw.org.

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