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**ARBY'S ANNOUNCES PRICE ROLLBACK ON
MORE THAN 20 MENU ITEMS.**

New Value Choices Menu Stresses Quality, Affordability

RICHMOND, VA. -- June 25, 2009 -- The Restaurant Company (TRC), owner and operator of 19 Arby's in the Richmond area has announced a price rollback on the majority of its menu items. The rollback includes a new Value Choices menu with several items priced at \$1.49.

According to TRC management, prices have been reduced on all roast beef sandwiches including the chain's signature Angus roast beef sandwich, all subs, various top-selling chicken sandwiches, many popular sides, combos and beverages. At least 20 items have been reduced in price, with reductions as much as \$1.00 on some individual items.

The new Value Choices menu offers a number of popular sandwiches for \$1.49 and a 2-pack of the same sandwiches for \$2.49 for even greater savings. The Value Choices menu also includes garden salad, mozzarella sticks, fries and beverages at new low prices.

Nel Bockelman, Director of Marketing for TRC, says the price rollback is a sign of the times. "Everybody is value conscious these days," Bockelman said. "We understand that and we want to do our part to help our customers enjoy really good quality food at our everyday low prices. We have managed to provide some substantial price relief without compromising the quality that we have been known for. These lower prices will allow Arby's customers to continue to enjoy our restaurants on a regular basis while fitting within their family budgets."

Arby's has been recognized by Richmonders for years as the best fast food quality and service in the region. Richmond area Arby's, have also been a national leader in the Arby's

system. The company recently announced the use of Black Angus Beef for all beef sandwiches, continuing its emphasis on quality products and ingredients.

“Regardless of what the economy is doing, we are about quality,” Bockelman added.

“We refuse to compromise the quality of our food, our service or our ingredients. But we can provide some economic relief for our thousands of loyal customers.”

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