

## Arby's Re-Launches Arbys.Com Website with Bold New Design and Interactive Features

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Makeover includes Nutritional Calculator, Television Ads and More

Arby's Restaurant Group, Inc. has re-launched its consumer website, Arbys.com, featuring vivid colors and images, enhanced nutritional information, ease of use and upgraded functionality.

Arby's worked with the Dallas office of Tribal DDB to create the new and improved site which mirrors its branding and "I'm Thinking Arby's(TM)" campaign. In addition to images of consumers scrolling across the home page with the iconic Arby's cowboy hat over their heads, visitors can let the world know what they're thinking by filling out their names, locations and which Arby's menu item they're craving. A thought bubble then floats across the page.

"We wanted our site to reflect what the brand is all about - something different and better. Our 'I'm Thinking Arby's' campaign has become so popular it was easy to use the theme to create a fun, interactive experience for visitors," said Debra Mager, Senior Vice President of National Advertising, Arby's Restaurant Group, Inc. "Arbys.com also allows our customers to find out about our latest products, locate an Arby's near them, and quickly access nutritional information to build meals to fit their lifestyles."

Highlights of the revamped site include a new menu page with a focus on Arby's innovative products as well as highlights of current promotions and new product introductions. A state-of-the-art nutritional calculator allows customers to build and customize their meals to fit their lifestyles and nutritional needs by offering nutritional data, ingredients and allergen information. Guests can now find the closest Arby's restaurant even easier using an upgraded store locator with MapQuest technology. Added functionality, such as trip planning, is on the way soon.

Customers have asked and now they shall receive. Arby's popular "I'm Thinking Arby's" television ads are now available for viewing on the site.

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