

To all Miracle Restaurant Group Arby's –

## PICK 5 IS BACK & BETTER THAN EVER!!!!

The Pick 5 promotion is back on the menu at MRG Arby's, and better than ever! There are new items, more items than ever from which to choose, a new price point of \$6.95, new POP and merchandising materials, and a much better opportunity for profitable sales and traffic growth. The key to Pick 5 success is controlling Labor, COGS, and Sales Mix of the Pick 5. We anticipate that Pick 5, unpromoted (TV etc), will run in the 8-12% mix range, and not in the 20-30% range that it ran last May/June.

Effective **Monday, December 24<sup>th</sup>, 2007** and until further notice, your Arby's is back in the Pick 5 game. This is an in-store only promotion, supported by brand new POP and merchandising, which you have already received at your store. Inside the POP box, you'll find:

1. A set of two window clings, with the simple, bold, retail message of "Pick 5 is Back!" These should be placed in *highly visible* (from the street) windows, to help announce the return of Pick 5 and draw traffic in from the street, but not in your Primary Promotion window that features the monthly TV topic product.
2. A set of menuboard translites, depicting all available Pick 5 menu items - one for the inside menuboard and one for the Drive-Thru menuboard. These should replace the Meatball and Chicken Parmesan Sub mini-translites.
3. A set of two front counter 'menu stickers' (formerly known as counter mats). These are to be carefully affixed to the front counter top, by the POS system right in front of where the customer stands to place his/her order.

**All of this POP should be installed, and left in place, by Close on Sunday, December 23, 2007 so that you're ready to sell Pick 5 for \$6.95 beginning Monday, December 24th.**

4. For those stores with readerboards, you should put up a message on at least one side that says:

PICK 5 IS BACK!!!  
NEW ITEMS LIMITED TIME  
COME AND TAKE YOUR PICK

The other side should read:

ARBY'S TOASTED SUBS  
WARM AND HEARTY  
TRY ONE TODAY

There are many new features to our new Pick 5 for \$6.95 menu - and more than ever for your customers to choose from, giving them the variety of choices they like:

1. Arby's Junior
2. Ham Melt
3. Arby Q
4. Medium Curly Fries
5. Medium Homestyle Fries
6. 2 Piece Potato Cake
7. Medium Soft Drink
8. Apple Turnover
9. Cherry Turnover
10. Small Shake

Please note there are NO Sidekickers, NO Bottled Water, nor is the Arby Melt in this new Pick 5 for \$6.95 lineup. If a customer would like to add cheese to their Juniors or Arby Q, they may do so, for the standard upcharge price. If a customer asks why the menu changed, you should respond with "We changed the menu around just a little to provide even more variety and choices for our customers, and will continue to bring a new item onto the menu every now and then."

Please consult with your Area Director or Director of Operations for any questions you have about Labor and COGS. Good luck with this new Pick 5 for \$6.95 promotion, and good luck Driving Profitable Sales!

Carl

Carl Whitmire  
Executive Director of Marketing  
Miracle Restaurant Group  
404-216-2419 cell