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FOR IMMEDIATE RELEASE

## **Arby's Foundation and King's Hawaiian Donate \$30,000 for Emergency Food Relief in Oklahoma**

**Atlanta** - May 30, 2013 - The Arby's Foundation and King's Hawaiian announced today that they will be making a joint donation of \$30,000 for emergency food relief to the Regional Food Bank of Oklahoma. The funds will be used to supply much needed food resources to the families affected by the recent tornadoes in Oklahoma.

Arby's largest franchisee, U.S. Beef Corp., is headquartered in Tulsa, Okla. The devastating storms have interrupted operations at two Arby's® restaurants in the Moore area. Arby's employees have also been affected, with several homes being partially or fully destroyed.

"Arby's and King's Hawaiian, in recognition of our business partnership and shared values, are proud to come together and support the families in Oklahoma in this time of great need," said Hala Moddelmog, president of Arby's Restaurant Group, Inc.

In addition to the donation, the Arby's Foundation event vehicle, fully equipped with a mobile kitchen, will be taking a side trip from its Hungry for Happiness tour to visit the region beginning July 3. Arby's and U.S. Beef employees will assist with rebuilding and will serve complimentary Arby's sandwiches to those volunteering or having been affected by the storms.

The Arby's Foundation and King's Hawaiian share long philanthropic histories. The Arby's Foundation has a mission to end childhood hunger in America. In 2013, the Foundation announced a \$3 million, three-year investment in the Georgia Food Bank Association. King's Hawaiian recently launched Project Mahalo—mahalo means "thank you" in Hawaiian—to thank Big Brothers Big Sisters of America, Family Caregiver Alliance, Meals On Wheels and One Warm Coat for their charitable work, and to inspire consumers to get involved in their own communities.

Arby's is currently partnered with the KING'S HAWAIIAN brand to feature two new sandwiches on their menu, the KING'S HAWAIIAN Roast Beef and KING'S HAWAIIAN Roast Beef & Swiss.

### **About the Arby's Foundation**

The Arby's Foundation, whose mission is to end childhood hunger in America, is the charitable arm of Arby's Restaurant Group, Inc. Building on a philanthropic heritage that has contributed more than \$57 million to child-related causes since its inception in 1986, the Arby's Foundation has launched a bold new movement to educate, mobilize and empower Americans with the knowledge and resources needed to ensure food security for every single child. With more than 16.7 million U.S. children—*more than 1 in 5*—facing hunger daily, the Arby's Foundation has devoted its resources to providing education and access to wholesome food choices for children across the country. The Arby's Foundation is a

registered 501 (c) (3) organization headquartered in Atlanta, Georgia. To learn more, visit [www.arbysfoundation.org](http://www.arbysfoundation.org).

### **About King's Hawaiian**

Founded more than 60 years ago in Hilo, Hawaii, by Robert R. Taira, King's Hawaiian is a family-owned business that for three generations has been dedicated to making irresistible, original recipe Hawaiian foods made with Aloha Spirit. A priority for the company is sharing the Hawaiian Way—a uniquely Hawaiian approach to hospitality based on graciousness, generosity, and a commitment to making everyone feel a part of the KING'S HAWAIIAN ohana—our extended family. King's Hawaiian makes the #1 branded dinner roll in the United States, and operates baking facilities in Torrance, California and Oakwood, Georgia. For more information, visit the company's website at [www.KingsHawaiian.com](http://www.KingsHawaiian.com), "Like" King's Hawaiian on Facebook and follow King's Hawaiian on Twitter.

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