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SEEKING THE ULTIMATE BURGER EXPERIENCE?

WENDY'S LAUNCHES 25-MARKET TOUR; CHALLENGES NORTH AMERICA TO CREATE ITS NEXT GREAT HAMBURGER

DUBLIN, OHIO (JUNE 6, 2007) – Passion for the perfect hamburger.

That's what Wendy's® will be celebrating this summer with a major 25-city, North American taste tour, a create-a-burger contest and a host of companion interactive activities designed for consumers who seek the ultimate hamburger experience.

It is the first time that Wendy's has initiated a multi-city taste tour and promotional effort of this size and scope. People will have an opportunity to sample free hamburgers at each tour stop.

The six-month tour kicks off this week with stops in Charlotte and Greensboro, North Carolina. As a key part of this effort, Wendy's will invite consumers to create the next great hamburger – a dream burger that just might appear on Wendy's menu one day soon.

So, how about salsa and guacamole as a topping? Or, perhaps teriyaki sauce, caramelized onions and Colby Jack cheese?

Through August 15, consumers can visit www.ThisIsMyBurger.com to create their own custom hamburger in the "Build Wendy's New Burger" contest. In addition, computer kiosks will be provided at the tour stops, where people can enter the contest.

Participants can choose from 54 varied and imaginative ingredients - including sauerkraut, pineapple and pepperoni; 13 kinds of cheese; and 20 condiments, including four types of mayonnaise, as well as the classic lettuce, tomatoes, pickles and onion.

"My personal choice would be two patties, Pepper Jack cheese, fajita-seasoned peppers and onions and sliced jalapenos, but, unfortunately, I'm not eligible to participate," said Ian Rowden, Wendy's chief marketing officer.

“This hamburger initiative - combining the tour, contest and on-line push - is an important milestone for Wendy’s from a strategic standpoint. It will give thousands of consumers the opportunity to more deeply interact with our brand and personalize their Wendy’s experience.

“This effort is designed to support Wendy’s new ‘That’s Right’™ advertising campaign by accentuating in an entertaining, engaging way the things that make Wendy’s fresh beef hamburgers better.”

A team of hamburger experts from Wendy’s will judge the contest entries on taste, quality of build, originality and how well a creation will fit into Wendy’s menu.

Ten finalists will be selected from August 24 to September 24, 2007. Consumers will vote for the winner, who will receive \$25,000 and potentially have his or her burger added to Wendy’s menu. Nine runners-up will receive hamburgers for a year.

The winner of the “Build Wendy’s New Burger” contest will be announced in November.

Other Features of ThisIsMyBurger.com

In addition to the contest, ThisIsMyBurger.com will have special interactive features including:

- **Community page**
 - Create your individual hamburger profile and learn where other burger lovers live who order the same way you do.
- **Create Your Wendy**
 - Features a tool that allows consumers to have fun creating their custom interpretation of the familiar Wendy character using a pre-set group of elements (hair, eyes, outfit, etc).
- **Video Gallery**
 - A gallery with “Create Your Wendy” artist videos with music by up-and-coming regional bands.
 - Humorous short videos that show how a great hamburger can spice up everyday situations.

Another feature will be a random instant win contest, which will reward winners with hamburgers for a year (via a Wendy’s gift card) as an incentive for registering on the site and frequently logging on.

Wendy’s International Inc. Overview

Wendy’s International Inc. (NYSE:WEN) is one of the world’s most successful restaurant operating and franchising companies. More information about the Company is available at www.wendys-invest.com.