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## **WENDY'S TAPS INTO MANAGEMENT BENCH STRENGTH; ANNOUNCES TWO KEY MARKETING DEPARTMENT APPOINTMENTS**

### **Kershisnik Named Interim CMO, Holtcamp SVP of Brand Management**

**(DUBLIN, OH) (Feb. 15, 2008)** – Wendy's International, Inc. (NYSE: WEN) announced today that Paul Kershisnik has been named as interim Chief Marketing Officer.

Kershisnik, who joined Wendy's in March 2007 as Senior Vice President of Marketing Strategy and Innovation, now reports directly to Chief Executive Officer and President Kerrii Anderson. He also will continue to serve on the corporation's strategic planning council.

Wendy's also announced today that Bob Holtcamp has been promoted from Vice President to Senior Vice President of Brand Management.

"Paul, Bob and the marketing team are executing our important advertising transition to the "Waaaay Better" campaign and they are implementing key elements of Phase 2 of our strategic plan to re-ignite sales growth," Anderson said. "These appointments are another example of Wendy's management depth and strength. Both are seasoned professionals with diverse experience with some of the world's best-known consumer brands."

As previously announced, Wendy's has hired Spencer Stuart to conduct a national search for Wendy's permanent Chief Marketing Officer. Kershisnik remains a candidate to replace Ian Rowden, who left the Company at the end of 2007 for personal reasons.

Kershisnik now has responsibility for R&D, strategic insights, operations innovation, brand marketing, field marketing, media, diversity marketing and creative/advertising production. Holtcamp reports to him.

Kershisnik's leadership skills have been apparent throughout a 22-year career with leading brands like Pizza Hut/PepsiCo, General Mills and Sprint. His background also includes extensive U.S. and international experience in all aspects of marketing. Before

joining Wendy's, Kershisnik served as Vice President of New Product Innovation and R&D for Mrs. Fields Famous Brands in Salt Lake City. He holds an M.B.A. from Brigham Young University and a B.S. from the University of Utah.

Prior to Joining Wendy's in 2000, Holtcamp managed the seafood business for Aurora Foods in St. Louis as a Director of Marketing on the Mrs. Paul's and Van de Kamp's brands. Earlier in his career, he worked at the Miller Brewing Company in Regional Marketing and Brand Management on brands such as Miller Lite, Miller Genuine Draft and Miller High Life. Holtcamp holds a M.B.A. from Washington University in St. Louis and a B.A. in communications from the University of Illinois in Champaign-Urbana.

**Wendy's International, Inc. overview**

Wendy's International, Inc. is one of the world's largest and most successful restaurant operating and franchising companies. More information about the Company is available at [www.wendys-invest.com](http://www.wendys-invest.com).

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