



FOR IMMEDIATE RELEASE

CONTACT: KITTY MUNGER
614/764-3241

**WENDY'S BUILDS ON 25+ YEARS OF FRESH SALAD
INNOVATION AND LEADERSHIP**

*THREE BOLD NEW SALADS ADDED TO POPULAR
'GARDEN SENSATIONS' LINE*

DUBLIN, OHIO, March 1, 2006 – First Wendy's® introduced salad bars, then convenient salads to go and more recently Garden Sensations®, a line-up of fresh entrée salads with imaginative, top quality ingredients that broke new ground in the quick-service restaurant world.

With a legacy of more than 25 years of salad innovation, Wendy's is at it again.

All Wendy's U.S. restaurants are rolling out three new Garden Sensations salads this month: Spinach Chicken, Chicken Caesar and Southwest Taco.

"This is the first major enhancement of our popular Garden Sensations salad line. It's the next generation of fresh, bold, tasty salads from Wendy's," said Wendy's Executive Vice President Ian Rowden.

Following the launch of Wendy's highly successful Garden Sensations line in 2002, virtually every major restaurant chain now offers some form of salads. Here's what makes Wendy's salads stand out:

- The romaine and Iceberg lettuce used in our salads is chopped and prepared right in our restaurants (most chains use processed lettuce that is cut and pre-packaged before store arrival).
- All of the produce is of the highest quality (USDA Grade 1).
- Our salads are made fresh throughout the day, and we don't hold them overnight for use the next day.
- Flavorful toppings like sliced almonds, crispy noodles, seasoned tortilla strips and garlic croutons are packaged in individual packets, giving customers more control over portion size.
- A wide assortment of dressings in individual packets.

"All of these things combined, coupled with the variety of choices we offer, makes our salad line-up different, better and distinctive," Rowden said.



The Spinach Chicken Salad features crisp romaine lettuce and baby spinach leaves topped with marinated chicken, chopped egg and grape tomatoes. The salad comes with sweet and sour bacon dressing (2.5 grams of fat) and garlic croutons served on the side. The Spinach Chicken Salad is an excellent source of protein, iron, vitamins A and C and a good source of calcium and dietary fiber.

The Chicken Caesar Salad is made with fresh romaine lettuce, chunks of tender chicken breast, grape tomatoes and shredded parmesan cheese. Creamy Caesar dressing and garlic croutons are served on the side.



The Southwest Taco Salad, which replaces the Taco Supremo, features Wendy's Chili, shredded cheddar cheese, and diced tomatoes atop a bed of mixed greens. This salad is served with Ancho Chipotle Ranch dressing and seasoned tortilla strips which were both very popular in test markets. Sour cream is also served on the side.

The suggested retail price for each of the salads is \$4.19. National advertising will begin on March 13.

The three new salads are joining the popular Mandarin Chicken and Chicken BLT salads in the line.

Wendy's has an ongoing, disciplined menu management process to review the number and most effective combination of products on its menu from both a consumer and an operational standpoint. As a result of this rigorous process, the current Homestyle Chicken Strips and Spring Mix salads will be removed from the menu.

Founded in November 1969 in Columbus, Ohio, Wendy's International, Inc. is one of the world's largest restaurant operating and franchising companies with three quality brands – Wendy's, Tim Hortons®, and Baja Fresh®. There are more than 6,700 Wendy's restaurants in the U.S., Canada and international markets.

###