



## **Wendy's Names Paul Kershisnik as SVP of Marketing Strategy and Innovation, and Tad Wampfler as SVP of Supply Chain Management**

### **New Appointments Add Significant Talent and Experience to Senior Management Team**

DUBLIN, Ohio (March 5, 2007) – Wendy's International, Inc. (NYSE: WEN) today announced that it has named Paul Kershisnik as Senior Vice President of Marketing Strategy and Innovation, a new position, and Tad Wampfler as Senior Vice President of Supply Chain Management.

Kershisnik is responsible for the newly expanded Innovation and Strategy Group, in Marketing, which is comprised of research and development, strategic insights and operations innovation. This group will drive innovation and create supporting marketing strategies for the Wendy's brand. Kershisnik will report to Ian Rowden, Executive Vice President and Chief Marketing Officer

"Paul is a seasoned professional whose leadership skills have been apparent throughout a 21-year career with some of the world's best-known consumer brands, including Pizza Hut/PepsiCo, General Mills and Sprint," Rowden said. "He has an impressive track record of success in motivating teams to achieve higher results."



Kershisnik has extensive U.S. and international experience in all aspects of marketing from strategic planning, product development and packaging, to advertising and promotions. Most recently, he served as Vice President of New Product Innovations and R&D for Mrs. Fields Famous Brands in Salt Lake City.

Kershisnik holds an M.B.A. from Brigham Young University and a B.S. from the University of Utah.

### **Wampfler to Lead Wendy's Supply Chain**

Tad Wampfler will lead Wendy's Supply Chain function as Senior Vice President of Supply Chain Management, reporting to Kerri Anderson, Chief Executive Officer and President.

"Tad has an excellent background for this position, with strong technical skills in supply chain, as well as experience in leadership and operations positions," Anderson said. "He will play an important role improving our supply chain and distribution performance, and will be a key member of the Wendy's team working with Marketing, Research and Development, Operations, Quality Assurance, Information Technology."

Most recently, Wampfler was President and CEO of Supply Chain Management Services, Inc. (SMS) in Atlanta, a franchisee owned co-op that managed the supply chain for 3,500 food service accounts for a number of brands including Church's, Popeyes and Cinnabon. While at SMS, he led a restructuring of the business model, established a long-term strategic plan and turned around the business from an operating loss to a profit.



Previously, Wampfler was Vice President of Global Supply Chain and Quality Assurance for Dunkin' Brands, Inc., which operates and franchises more than 12,000 quick-service restaurants worldwide. He joined Dunkin' in 1995 as DVP of Operations in the Southeast, and was promoted to the head of supply chain in 1999.

Wampfler has an M.B.A. from The Wharton School of Business at the University of Pennsylvania and a B.A. from the University of Toledo.

"We're excited about the positive direction of our business in recent months, and the new products and marketing initiatives we have planned for 2007," Anderson said. "We have a strong team that will be even stronger with Paul's and Tad's leadership."

#### **Safe Harbor statement**

Certain information in this news release, particularly information regarding future economic performance and finances, and plans, expectations and objectives of management, is forward looking. Factors set forth in our Safe Harbor under the Private Securities Litigation Reform Act of 1995, in addition to other possible factors not listed, could affect the Company's actual results and cause such results to differ materially from those expressed in forward-looking statements. Please review the Company's Safe Harbor statement at <http://www.wendys-invest.com/safeharbor>.

#### **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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