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BIG, BOLD, SPICY BACONATOR DELIVERS TASTY KICK

DUBLIN, OH - (March 10, 2008) - For those who dare, Wendy's is introducing a spicy version of The Baconator this week that brings the heat.

The bold sandwich features six strips of bacon on top of two hot, juicy hamburgers with two slices of Pepper Jack cheese, chipotle ranch sauce and jalapenos.

The Spicy Baconator will be available through mid-April at Wendy's 6,250 U.S. and Canadian locations.

"If you're really hungry and love great-tasting food with an extra kick, the premium Spicy Baconator does the trick," said Wendy's Interim Chief Marketing Officer Paul Kershisnik. "It's another example of how we're continuing to innovate, bring new news to our menu and more fully leverage our core strengths built around fresh, never frozen beef and superior quality."

Wendy's introduced its popular Baconator in June 2007, and has sold more than 68 million since then. It is one of Wendy's most successful new product introductions in recent years.

The limited-time Spicy version is the first line extension.

Wendy's International, Inc. overview

Wendy's International, Inc. (NYSE: WEN) 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.

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