



**FOR IMMEDIATE RELEASE**

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## **WENDY'S INTRODUCES CHICKEN WRAPS**

### **FOR HUNGRY CONSUMERS ON THE GO**

**DUBLIN, OH - (April 3, 2008)** – If you're hungry and on the go, Wendy's® new line of premium chicken wraps should do the trick.

Wendy's announced that it's introducing a new line of three Chicken Go Wraps this week, designed to meet consumers' growing demand for high quality, portable snacking options at a reasonable price.



The Chicken Go Wraps, featuring tender, center-cut chicken breast fillets, are available in Grilled, Spicy or Homestyle™ – with shredded cheddar cheese, fresh lettuce and Ranch or Honey Mustard sauce wrapped in a warm flour tortilla.

“We believe the excellent quality of our chicken and our proprietary spicy offering will enable us to stand out from other competitive wraps in the marketplace,” said Paul Kershisnik, Wendy's interim chief marketing officer. “We're using the same great-tasting fillets, cut in half, that are featured in our chicken sandwiches.”

The suggested retail price for Wendy's Chicken Go Wraps is \$1.49. National advertising support will begin later this month.

#### **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](http://www.wendys-invest.com).