



Wendy's named "Best Burger" by Zagat Survey

Zagat says Wendy's also has top Food and Facilities, and is Most Popular among fast-food mega chains

DUBLIN, Ohio (May 15, 2007) – Zagat Survey®, which is considered the world's leading provider of consumer survey-based leisure content, recently named Wendy's® as having the "Best Burger" in the quick-service restaurant industry.

Results of the first *Zagat/Today Show* Fast Food Survey and the 5,535 participants hailed Wendy's as "Queen of the Fast-Food Mega-Chains." The survey results were announced live on NBC's "Today" show on May 11, 2007.

"This honor confirms what consumers have said for decades – that Wendy's has the best hamburgers in the business," said Wendy's CEO and President Kerri Anderson. "We use fresh, never frozen, beef and make every hamburger to order right off the grill, just like Dave Thomas did when he founded Wendy's in 1969. We top every sandwich with fresh condiments – tomatoes and onions that we slice every day in our restaurants and whole-leaf lettuce. Quality is our recipe, and a major point of distinction between Wendy's and other quick-service restaurant chains. We don't cut corners."

Ian Rowden, Wendy's Chief Marketing Officer, said, "In a world where many of our competitors use frozen beef and hold their hamburgers in warming bins, we are the authentic choice for customers who care about quality." He added, "Our customers crave a real hamburger, served hot 'n' juicy every time – from the grill to the bun."

Wendy's garnered 30% of "Best Burger" votes compared to 22% for second-place Burger King and 13% for McDonald's

Zagat said in announcing the survey, "The old school 'Where's The Beef@?' campaign has paid off for Wendy's in the long run, as the self-proclaimed 'old-fashioned hamburgers' chain garnered 30% of the best burger votes compared to 22% for Burger King® and 13% for McDonald's®. Wendy's also snagged the No. 1 spot among fast-food mega-chains (i.e., those with at least 5,000 outlets) for Food, Facilities and Popularity."

Dave Near, Chief Operations Officer of Wendy's, said, "By focusing on our customers and superior operations, we have built a powerful brand. We are proud of our operators, franchisees, crew members and everyone in the organization who delivers Wendy's difference in our restaurants, and have helped achieve 10 consecutive months of positive sales and significantly improved store profit margins."

Steakhouse Double-Melt cheeseburgers featured in May

Wendy's is currently promoting its Steakhouse Double-Melt cheeseburgers, which feature two hot 'n' juicy patties of fresh, never frozen, beef packed with a melted middle that stacks up

to delicious. They feature caramelized onions and mushrooms, three strips of bacon, creamy Swiss cheese and peppercorn sauce – all on a Kaiser bun.

Wendy's everyday menu features single, double and triple hamburgers, the Big Bacon Classic®, and the value champ - 99-cent Jr. Bacon Cheeseburger.

Wendy's will introduce 10 new products in 2007 after launching 11 new items in 2006. The new Frosty™ Float is now in restaurants – it's a cool, creamy chocolate or vanilla Frosty served with ice-cold root beer, Coca-Cola® or other soft drink.

Also in restaurants now is the new 99-cent Buffalo Crispy Chicken sandwich, which features tender all-white meat chicken and authentic Buffalo wing spices applied before cooking to ensure a consistent, mouth-watering taste.

Zagat survey information

For full results of the survey, including top lists plus ratings and reviews for all 45 chains surveyed, see Zagat's Fast Food and Full Service reports available on www.ZAGAT.com.

Zagat Survey is the world's leading provider of consumer survey-based leisure content. With more than 300,000 surveyors, Zagat Survey rates and reviews restaurants, hotels, nightlife, movies, music, golf, shopping and a range of other entertainment categories. Zagat content is available in print, on the Web, and for use on Blackberry®, Palm®, Windows Mobile® devices and mobile phones.

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.

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>.

INVESTOR CONTACTS:

David Poplar: (614) 764-3547 or david_poplar@wendys.com

MEDIA CONTACTS:

Marsha Gordon: (614) 764-3019 or marsha_gordon@wendys.com

Kim Messner: (614) 764-6796 or kim_messner@wendys.com