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Wendy's Custom Bean by Folgers Gourmet Selections Becomes Key Part of New Breakfast Menu Expansion

Exclusive Partnership with P&G Announced

DUBLIN, OHIO, May 18, 2007 – An outstanding cup of premium quality coffee.

That's what Wendy's® will provide its customers as a result of a major partnership with P&G announced today.

As part of the exclusive agreement, Wendy's Custom Bean by Folgers® Gourmet Selections™ will become a centerpiece of the Company's new breakfast menu and an important component of its beverage strategy.

Wendy's will be the only major quick service restaurant chain to offer a proprietary blend of Folgers Gourmet Selections coffee. The coffee is made with exceptionally aromatic, 100% Arabica beans that are specially blended and slowly roasted for maximum favor.

"The Folgers Gourmet line is heavily promoted by P&G, and actively supported through ongoing research and development. This will be an important menu addition to our restaurant system as we work to make Wendy's a destination for great coffee," said Wendy's Chief Executive Officer and President Kerri Anderson.

Wendy's expects to expand breakfast to 20 to 30 percent of its North American restaurants by the end of 2007.

“Coffee is an important player in our expanding beverage portfolio. We believe we have the right partner and the right brand to significantly elevate our presence in the coffee arena, attract new customers and positively impact store margins.

“As America’s largest roaster of coffee, P&G is giving us an exceptional blend that has the taste and aroma to go head-to-head with competitors for the on-the-go breakfast consumer,” said Ian Rowden, Wendy’s EVP and Chief Marketing Officer.

Wendy’s Restaurants will utilize P&G’s Custom Café™ brewing technology to deliver a consistently fresh cup of coffee every time. Both regular and decaffeinated coffee will be prepared using the same equipment. This unit provides Wendy’s with the flexibility in the future to dispense coffee with varied strengths and flavors to meet regional preferences.

Wendy’s Custom Bean will be offered throughout the day in Wendy’s restaurants serving breakfast. Other selected Wendy’s restaurants will offer the coffee over time.

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.

About P&G (NYSE: PG)

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of almost 135,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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