



Wendy's named favorite QSR brand for second-consecutive year

***QSR Magazine* rating follows recent recognition for Wendy's top quality brand position from Zagat and University of Michigan surveys**

DUBLIN, Ohio (June 4, 2007) – Wendy's International, Inc. (NYSE: WEN) recently rated as consumers' favorite quick-service restaurant (QSR) for the second-straight year, based on consumer responses in *QSR® Magazine's* 2007 Consumer Survey.

In addition, Wendy's® tied for second position in offering healthier menu options and ranked second in brand loyalty. Wendy's ranked third in delivering consistent quality from one location to the next.

"We are honored to be recognized as consumers' favorite quick-service restaurant," said Wendy's CEO and President Kerri Anderson. "This recognition is a tribute to our franchisees and operators who provide fresh, quality food with caring service every day in more than 6,000 Wendy's restaurants throughout the world.

"As we say at Wendy's, 'Quality is our Recipe®,'" Anderson continued. "That is the major point of distinction between Wendy's and other quick-service restaurants. 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, including whole-leaf lettuce and tomatoes that we slice every day in our restaurants."

Recently, Zagat Survey®, which is considered a world-leading provider of consumer survey-based leisure content, named Wendy's as having the best hamburger in the quick-service restaurant industry. In addition, Wendy's ranked first among quick-service "mega-chains" (i.e., those with at least 5,000 outlets) for food, facilities and popularity.

Wendy's also took the top spot for customer satisfaction in the "limited service restaurants" category in this year's American Customer Satisfaction Index (ACSI) survey produced by the University of Michigan's Stephen M. Ross Business School.

QSR Consumer Survey information

The QSR Consumer Survey, which is produced by the independent research firm Lewis & Clark Research for *QSR Magazine*, surveys consumers regarding their quick-service dining preferences and experiences. The report is based on 1,000 respondents who participated in an online survey.

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.

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