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**WENDY'S 'BETTER BREAKFAST' EXPANSION UNDERWAY;  
CONSUMERS RESPONDING FAVORABLY TO MENU**

***Signature Frescuit, Steak & Egg Sandwich and Gourmet Coffee  
Provide Fresh, Convenient Morning Options***

DUBLIN, Ohio, June 22, 2007 – Wendy's is expanding its new breakfast menu to more than 75 additional restaurants in markets across the U.S. this month. This move comes after an extended test involving about 160 restaurants in five markets.

The Company is on track with the planned timing of its breakfast expansion, and expects to offer breakfast in more than 650 restaurants by the end August.

"Breakfast is the fastest growing business segment in the quick service restaurant category; and, we're raising the bar by introducing a fresh, delicious, premium-quality breakfast menu," said Wendy's Chief Executive Officer and President Kerri Anderson. "We believe it's a better breakfast, and the positive customer reaction that we've received so far bears this out."

As part of its breakfast menu, Wendy's will be the only major quick service restaurant or convenience store chain to offer a proprietary blend of Folgers® Gourmet Selections™ coffee.

Wendy's Custom Bean by Folgers Gourmet Selections is a premium coffee made with exceptionally aromatic, 100% Arabica beans that are specially blended and slowly roasted for maximum flavor.

The coffee will be available throughout the day in Wendy's restaurants serving breakfast. Other selected Wendy's locations will be added over time.

Wendy's menu also boasts several signature items as both a la carte and combo meal options. Included is the Buttermilk Frescuit - a special type of biscuit that features egg, cheese and choice of a breakfast meat (sausage, hickory-smoked bacon or ham). Fresh-baked in Wendy's restaurants, the moist, square biscuit is formulated to hold together and not crumble apart. It does not make a mess like most biscuits.

Other signature menu items include:

- Steak and Egg Breakfast Sandwich: Egg, cheese, tender slices of seasoned steak and bacon served on a soft, warm Kaiser roll
- Big Breakfast Sandwich: Egg, cheese, hickory-smoked bacon and seasoned sausage, piled high on a soft, warm Kaiser roll
- Grande Breakfast Burrito: A warm, soft flour tortilla loaded with scrambled eggs, seasoned sausage, roasted breakfast potatoes, cheddar and American cheese, served with Wendy's Hot Sauce
- French Toast Sticks: Warm, crispy French toast sticks served with syrup for dipping

Additionally, Wendy's is offering value-menu breakfast items, including sausage biscuits, a sausage and egg burrito, and cinnamon rolls. Some stores are also serving regional favorites, such as a chicken biscuit and sausage gravy and biscuits.

### **Wendy's International Inc. Overview**

Wendy's International Inc. (NYSE:WEN) is one of the world's most successful restaurant operating and franchising companies. More information about the Company is available at [www.wendys-invest.com](http://www.wendys-invest.com).

*Note: Wendy's, Frescuit and Custom Bean are trademarks of Oldemark LLC and are licensed to Wendy's International, Inc.*



Wendy's Buttermilk Frescuit with Sausage



Wendy's Steak and Egg Breakfast Sandwich