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***WENDY'S FROSTY GIVES UP THE SINGLE LIFE***

***NEW VANILLA OPTION COMING SOON***

**DUBLIN, OHIO**, July 5, 2006 – After 36 years of single life, Wendy's venerable Frosty™ has a new companion.

Wendy's® announced today that it will be rolling out a Vanilla Frosty for the first time, beginning in August. The dairy dessert will be available at most Wendy's locations throughout the U.S.

Created by Wendy's Founder Dave Thomas, the original Frosty was one of five products on Wendy's menu in 1969. The Frosty is a cross between a milk shake and soft-serve ice cream.

"Dave wanted a dessert on the menu that was so thick you had to eat it with a spoon," said Ian Rowden, Wendy's executive vice president and chief marketing officer. "There is nothing quite like the taste and texture of the Frosty. It's a real treat -- one of the best known, most popular and enduring items on our menu."

Wendy's restaurants annually serve about 300 million Frostys.

"Over the years, many of our customers have asked for a Vanilla Frosty to compliment our chocolate version," Rowden said. "By adding another flavor and stepping up our marketing efforts, we will make a strong brand even stronger."

Wendy's has been testing the Vanilla Frosty in Pittsburgh and Erie, Pa.; San Antonio, Texas; Portland, Ore.; and Youngstown, Ohio, where the customer response and sales results have been positive.

## **Wendy's International, Inc. overview**

Wendy's International, Inc. is one of the world's largest restaurant operating and franchising companies with more than 9,900 total restaurants and quality brands, including Wendy's Old Fashioned Hamburgers® and Baja Fresh® Mexican Grill. The Company also has investments in three additional quality brands – Tim Hortons®, Cafe Express and Pasta Pomodoro®.

## **Facts About Wendy's Frosty**

- Most Wendy's U.S. locations will begin serving a Vanilla Frosty for the first time in August.
- The original Frosty was one of the five products on Wendy's menu in 1969. The others were hamburgers, chili, French fries and beverages. The original price of a Frosty was 35-cents.
- Dave Thomas came up with the idea for the Frosty dairy dessert. He loved thick milkshakes growing up and wanted a dessert on the menu that was so thick you had to eat it with a spoon.
  - When choosing the flavor, Dave wanted something that didn't overwhelm the taste of a hamburger, and the light chocolate flavor was just what he wanted.
- The Frosty is a cross between a milkshake and soft-serve ice cream. The original flavor is actually a combination of chocolate and vanilla.
  - In the early days, Dave had one Frosty machine, and he would combine the chocolate and vanilla mix himself.
- Today, fresh milk, cream, sugar, cocoa and other ingredients are combined at nine different dairy facilities throughout the U.S., following Wendy's strict specifications.
  - The Frosty mix is then shipped to our stores, where it is kept refrigerated until used.
- The Frosty is served at a temperature of between 19 and 21 degrees. (It has to be served at the right temperature to keep it thick and maintain the right texture.)
- Fix 'N Mix Frostys were rolled out nationally in June 2005. Customers can top either Frosty flavor with Oreos®, Butterfinger® pieces or M&Ms® toppings served in pre-packaged portions.
- Wendy's restaurants annually serve about 300 million Frostys. The 12-ounce, 99-cent serving on Wendy's Super Value Menu is the most popular size.

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