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**CONTACT: Bob Bertini
614/764-3327**

WENDY'S TURNING UP THE HEAT
WITH NEW SPICY CHICKEN CHOICES

DUBLIN, OHIO, July 12, 2006 -- When it comes to chicken, some like it hot. Now, Wendy's® is reaching out to those who like it even hotter.

The Company is currently offering customers a chance to spice up their Spicy Chicken sandwich. As part of a limited-time promotion at most Wendy's restaurants nationwide, customers can add a slice of pepper jack cheese for a small charge.

Later this month, Wendy's will begin testing a 4-Alarm Spicy Chicken sandwich in three U.S. markets. The sandwich features Wendy's spicy chicken breast filet topped with pepper jack cheese, sliced jalapeños and a chipotle sauce, served on artisan bread.

"Our signature Spicy Chicken sandwich, introduced in 1996, remains one of the most popular items on our menu. Our competitors have tried to imitate us, but no one has been able to match the quality and unsurpassed taste of our sandwich," said Ian Rowden, Wendy's executive vice president and chief marketing officer.

"We have defended our Spicy Chicken successfully against competitive intrusion -- most recently by McDonald's earlier this year. Now, we see an opportunity to build on this effort and the strong equity of our product by giving our customers additional options that turn up the heat.

"Our research shows that consumers today are looking for foods that deliver varied tastes and different textures, especially menu items that have bold, interesting, spicy flavors," Rowden said.

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®.