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## **WENDY'S GIVES ENDURING FROSTY NEW TWIST**

**DUBLIN, OHIO (AUGUST 15, 2007)** – It's a twisted idea, whose time has come – serving Wendy's Frostys with delicious toppings mixed right in.

Wendy's announced today that it is offering the popular dairy dessert with a choice of either M&M's or Oreo pieces mixed in when customers' place their orders at participating restaurants. Nearly 4,500 Wendy's restaurants are now serving the convenient Twisted Frosty.

The Frosty was one of five original items on the menu when Dave Thomas founded the restaurant chain in 1969 in Columbus, Ohio. It is a cross between a milk shake and soft-serve ice cream.

Chocolate was the only flavor offered until July 2006, when the Company began serving a special blend of Vanilla as well. Earlier this year, Frosty Floats were added.

"There is nothing quite like the remarkable taste and texture of the Frosty anywhere else. It's one of the best known and most enduring items on our menu, said Wendy's Chief Marketing Officer Ian Rowden. This is another example of how we're actively leveraging the untapped power of the Frosty brand by giving consumers an array of new and exciting choices."

Wendy's restaurants annually serve more than 600 million Frostys, with Vanilla now accounting for about 40% of sales after one year.



## **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.

Wendy's recently received brand, food and operations accolades from:

- Zagat Survey®, a leading global provider of consumer survey content, which recently named Wendy's as having the best hamburgers 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.
- This year's American Customer Satisfaction Index (ACSI) survey, produced by the University of Michigan's Stephen M. Ross Business School, ranked Wendy's in the top spot for customer satisfaction in the "limited service restaurants" category.
- QSR® Magazine's 2007 Consumer Survey recently rated Wendy's as consumers' favorite quick-service restaurant (QSR) for the second-straight year.

More information about the Company is available at [www.wendys-invest.com](http://www.wendys-invest.com).

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*Oreo is a registered trademark of Kraft Foods Holdings, Inc.*