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## **WENDY'S BREAKFAST EXPANSION CONTINUES; COMPANY REACHES 500<sup>th</sup> RESTAURANT MILESTONE**

**DUBLIN, OHIO (August 22, 2007)** – Wendy's announced today it has crossed the 500<sup>th</sup> store milestone in the continuing expansion of its new breakfast menu.

A number of new breakfast locations have been added in recent weeks, and Wendy's expects to expand breakfast to nearly 750 U.S. and Canadian restaurants by the end of third quarter of 2007.

"Our breakfast expansion is on track with where we had planned to be at this stage," said Wendy's Chief Executive Officer and President Kerri Anderson. "Reaching the 500-store level is a milestone, but far more gratifying is the repeat business we're experiencing and the continuing positive feedback from customers about our fresh, high quality breakfast menu."

Wendy's breakfast menu boasts several signature items as both a la carte and combo meal options. Included are the Steak and Egg Breakfast sandwich, a Grande Breakfast Burrito and the Buttermilk Frescuit.

The Frescuit is a special type of biscuit with egg, cheese and hickory-smoked bacon. Fresh-baked in Wendy's restaurants, the moist, square biscuit is formulated to hold together and not crumble apart.

Wendy's also is the only major quick service restaurant or convenience store chain to offer a proprietary blend of premium Folgers® Gourmet Selections™ coffee.

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

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 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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