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Wendy's Adds Frescata Italiana to Deli Sandwich Line

Frescata Helping Company Post Sales Gains This Summer

DUBLIN, OHIO, August 23, 2006 – On the heels of the successful nationwide introduction of Frescata™ – a line of fresh, premium deli sandwiches – Wendy's® is adding a new Italian-style option to its menu.

It is the first line extension since the roll-out of Frescata sandwiches earlier this year, which have helped boost sales in recent months. Sales at Wendy's Company-owned restaurants open more than a year, rose 2.5 percent in June followed by a 3.6 percent increase in July.

Sales numbers for August appear to be even better, according to Interim Chief Executive Officer Kerrii Anderson.

Frescata Italiana is made with Black Forest ham, Genoa salami, Swiss cheese, Romaine lettuce and roasted red peppers on freshly-baked artisan bread with sun-dried tomato vinaigrette dressing.

"Customers are loving the new Frescata line and this is being reflected in our bottom line," says Ian Rowden, Wendy's executive vice president and chief marketing officer. "Frescata Italiana is a new way to enjoy all the good things that make our deli sandwich line distinctive and delicious – the Artisan bread fresh-baked in our restaurants and premium quality meats, cheeses and toppings."

Wendy's five Frescata sandwiches can be made to order to meet a customer's individual tastes and needs. Suggested retail price for the sandwiches is \$3.49 a la carte, and \$4.99 if ordered in a combo, with Baked Lays® and Dasani®

bottled water. Alternative side options include French fries, chili, baked potato, side salad, side Caesar salad or yogurt with granola.

National advertising breaks for the Frescata Italiana on Sept. 4.

Wendy's International, Inc. Overview

Wendy's International, Inc. (WEN) is one of the world's largest restaurant operating and franchising companies with more than 9,900 total restaurants and five quality brands, including Wendy's Old Fashioned Hamburgers®, Tim Hortons®, Baja Fresh® Mexican Grill, Cafe Express and Pasta Pomodoro.®