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## **HIGH SCHOOL SENIORS: BRING YOUR "A" GAME!** ***Wendy's High School Heisman Award Open to All Deserving Seniors***

**Dublin, Ohio (Aug. 22, 2007)** — The 2007 Wendy's® High School Heisman® (WHS) search is on and more students than ever before have a chance to get involved.

For the first time in the program's 13-year history, Wendy's is opening up the nomination process to recognize all seniors who excel in academics, in athletics and in their communities. Eligible seniors now can submit applications online at [www.wendysheisman.com](http://www.wendysheisman.com). In previous years, an administrator would nominate one male and one female student from each school.

The program celebrates students who serve as role models in their schools and communities and is deeply rooted in the Heisman ideals of excellence.

"We're excited to offer all top high school scholar-athletes a chance at Heisman glory," said Archie Griffin, two-time collegiate Heisman Memorial Trophy winner. "Every high school has standout students, and this year we're inviting all these students to tell us why they are Heisman-worthy. Now, the ball is in their court."

All eligible seniors may submit an application online for consideration through October 1, 2007. The first 36,000 applicants will receive a free Wendy's gift card valued from \$5 to \$50. From the completed applications, one male and one female winner will be chosen from each high school. The names of all applicants and school winners will be posted on the Wendy's High School Heisman Web site in early October. For more information, students can visit [www.wendysheisman.com](http://www.wendysheisman.com), call (800) 205-6367 or contact their local high school principal, guidance counselor or athletic director.

The WHSH program, awarded in conjunction with the collegiate Heisman, is a joint program between Wendy's and the Heisman Memorial Trust (host of the College Heisman Memorial Trophy since 1935.) Just as the collegiate Heisman is known for being the most prestigious award in college football, the WHSH award is known for being the most prestigious award at the high school level.

*(more)*

Created in 1994, the Wendy's High School Heisman program has celebrated youth excellence for 13 years. The program consists of six phases – applicants, school winners, state finalists, state winners, national finalists and national winners. Entries initially will be evaluated by ACT Assessment during the applicant, state finalist and state winner phases, then passed on to a panel of distinguished judges.

Twelve national finalists will be invited to participate in Heisman Weekend festivities during an all-expense-paid trip Dec. 7-9 to New York City. ESPN2 will feature all 12 national finalists during the Wendy's High School Heisman Awards Ceremony, which airs Dec. 9.

### ***How to apply***

- Applications can be completed online at [www.wendysheisman.com](http://www.wendysheisman.com)
- Each applicant requires that a school administrator approve his/her application before submitting
- ACT will judge all completed application forms
- The names of all applicants and school winners will be posted on the Wendy's High School Heisman Web site in mid-October 2007

### ***Who is eligible***

- Students entering their senior year of high school (class of 2008)
- Students who maintain at least a "B" grade-point average and participate in at least one of 33 sports officially sanctioned by the National Federation of State High Schools
- Applications will be judged based on academic achievement, athletic accomplishment and community/school service

### ***Awards/Recognition***

- Applicants and school winners can download a printable certificate to commemorate accomplishment
- The first 36,000 applicants will receive a free Wendy's gift card valued from \$5 to \$50
- School winners will receive letter, certificate, Heisman patch and a \$10 Wendy's gift card
- 20 students (10 male/10 female) from each state will be recognized as state finalists and receive a letter, bronze medal, a Heisman patch and a \$25 Wendy's gift card
- 102 state winners (one male and one female from each state) will be chosen from all state finalists and awarded a letter, silver medal, a Heisman patch and a \$50 Wendy's gift card
- 12 national finalists (one male and one female from each of the six Heisman geographic regions) will be chosen from the state winners
- National finalists will receive a gold medal, Heisman patch, \$100 gift card, a \$2,000 award to their high school and will be invited to participate in the Heisman Weekend festivities in New York City from Dec. 7-9, 2007
- ESPN2 will feature all 12 national finalists during the Wendy's High School Heisman awards ceremony on Dec. 9
- One male and one female will be named the 2007 Wendy's High School Heisman national award winners during the awards ceremony in New York City
- Both winners will receive an additional \$10,000 award to their respective high schools, a Wendy's High School Heisman trophy, Heisman patch and a \$500 Wendy's gift card

*Wendy's International, Inc. (NYSE: WEN) is one of the world's largest and most successful restaurant operating and franchising companies. More information about the company is available at [www.wendys-invest.com](http://www.wendys-invest.com).*

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