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**MY WENDY'S HIGH SCHOOL HEISMAN MOMENT
PUTS STUDENT ATHLETES IN THE SPOTLIGHT**
Online video contest highlights personal triumph

Dublin, Ohio (Sept. 5, 2007) — Breaking the five-minute mile, hitting a three-point shot at the buzzer to win the game, nailing a difficult dismount... every athlete has experienced a moment of personal triumph, but only an elite few are worthy of the Wendy's High School Heisman name.

My Wendy's High School Heisman Moment online video contest recognizes that for a great sports moment to become truly legendary, an athlete must have an audience. That's why the Wendy's High School Heisman Award program is giving student athletes a chance to showcase their best sports moments on TAKKLE.com.

"I've experienced first-hand how a single moment on the playing field can inspire an athlete and an audience," says Rudy Ruettiger, the Notre Dame legend whose triumphant moment of glory was immortalized in the 1993 film *Rudy*. "My life changed in a matter of seconds, and this contest offers every high school student a similar opportunity."

Whether their sport is cheerleading, basketball, fencing or lacrosse and whether they play varsity or with friends on the weekend, all high school students are eligible and all sports apply. Truly great moments can happen anywhere sports are played, at any time, and America will decide which ones will be remembered.

How to enter:

- Visit Tackle.com and click to enter the *My Wendy's High School Heisman Moment* contest.
- Athletes can upload a short video of their best sports moment, accompanied by a short description.
 - Videos are not restricted to formal competition.
 - Maximum video length is five minutes.
- The first 250 athletes to submit a video receive a free \$10 Wendy's Gift Card.

Who is eligible:

- All students currently enrolled in a public, private or home-school high school curriculum

(more)

Contest structure:

- Upload, view, rate and comment on student athletes' videos to determine who will become finalists. Deadline is Oct. 4.
 - From all uploaded videos, 10 males and 10 females will be named finalists on Oct. 17.
 - Finalists will be selected based on a combination of ratings and number of views.
 - Each finalist will receive a \$100 Wendy's Gift card.
- A judging panel will select one male and one female grand prize winner on Oct. 30, from the finalists.
 - Grand prize winners will receive an all-expense-paid trip to New York City (Dec. 7-9) for Wendy's High School Heisman weekend and a \$250 Wendy's Gift Card.

Visit www.Takkle.com for more information and to upload a video!

My Wendy's High School Heisman Moment online video contest is an extension of the Wendy's High School Heisman (WHSH) award program. The WHSH award recognizes all seniors who excel in academics, in athletics and in their communities. Created in 1994, 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. All eligible seniors may submit an application online at www.wendysheisman.com for consideration through Oct. 1, 2007.

About Wendy's International, Inc.

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.

About TAKKLE

TAKKLE, the premier online social network for high school sports, connects athletes, coaches, fans, friends and recruiters for all high school athletics. On TAKKLE, high school athletes can track and compare their stats, post team schedules, scout rivals, and share videos and photos with their teammates and opponents.

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