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Contact: Bob Bertini  
614-764-3327

## WENDY'S LAUNCHES STACK ATTACK;

### DOUBLE CHEESEBURGER WITH BIG TASTE AT A VALUE PRICE

DUBLIN (Dec. 18) – Wendy's today announced the national roll out of a new double cheeseburger that's big on taste – The Stack Attack. And, hungry consumers, who are watching their pennies, are the real winners.

"The 99-cents Stack Attack, which is being introduced this week, is just the first component of a strategic approach – being developed in collaboration with our franchisees - that will broaden the way people think about value from Wendy's," said Paul Kershnik, Wendy's senior vice president of marketing strategy and innovation.

"With the launch of the Stack Attack, we're giving our customers more value and more choices at a time when gas prices remain high and they are facing financial pressures," Kershnik said.

National advertising support for the launch will begin Dec. 31 and continue through the month of January.

"We believe our new double cheeseburger will give consumers a great, new alternative that stacks up well against the competition," said Kershnik. "Simply put, consumers consistently say that our hamburgers – made with fresh, never frozen beef and prepared right when they are ordered – taste better. "

Wendy's Stack Attack features two hot 'n juicy beef patties with cheese in the center, topped with mayonnaise and ketchup.

Zagat Survey®, a leading global provider of consumer survey content, named Wendy's earlier this year 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.

"The Stack Attack gives our popular Junior Bacon Cheeseburger a terrific running mate to build customer traffic in our restaurants," Kershnik added. "It's all part of a concerted effort to more effectively and aggressively leverage our total value menu, especially with younger consumers."

Introduced in 1989, Wendy's Super Value Menu offers a wide variety of premium quality choices – cheeseburgers, chicken nuggets, salads, chili and more - at a lower price.

## **ABOUT WENDY'S INTERNATIONAL INC.**

Wendy's International Inc. (NYSE:WEN) is one of the world's 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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