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**CONTACT: Bob Bertini  
614/764-3327**

## **Wendy's Turns up the Heat with New Spicy Sandwich**

### ***Expands Use of Signature, Fresh-Baked Artisan Bread***

**DUBLIN, OHIO (March 7, 2007)** – Wendy's® is offering the brave and adventurous a new way to tantalize their taste buds. For a limited time only, Wendy's introduces the 4-Alarm Spicy Chicken sandwich. Warning, don't forget to order a drink to go with it.

The new sandwich is a fresh interpretation of Wendy's Spicy Chicken sandwich – a spicy chicken fillet topped with natural pepper jack cheese, 4-Alarm Chipotle sauce, jalapeno pepper slices, tomato and romaine lettuce. The sandwich is served on artisan bread, baked in the restaurant kitchen.

It's the first time that Wendy's has expanded use of its signature artisan bread to sandwich offerings beyond its Frescata™ deli sandwich line, introduced in 2006.

"More than ever, people are seeking bold, out-of-the-ordinary flavor combinations, and our 4-Alarm Spicy Chicken delivers," said Wendy's Chief Marketing Officer Ian Rowden. "We're known for our spicy chicken sandwich -- one of the most popular and enduring items on our menu. But, now, we're kicking it up a notch with a distinctive new sandwich choice that packs more heat."



“It’s another example of how we’re creating innovative ways to more fully leverage the strengths of our core menu.”

The 4-Alarm Spicy Chicken sandwich, available through mid-April, is made to order with a suggested retail price of \$3.99 a la carte and \$5.69 if ordered as part of a combo. Combo options include a beverage and one side, such as French fries, chili, baked potato, side salad or side Caesar salad.

**Wendy’s International Inc. Overview**

Wendy's International Inc. (NYSE:WEN) is one of the world's most successful restaurant operating and franchising companies, with more than 6,300 Wendy's Old Fashioned Hamburgers® restaurants in North America and more than 300 international Wendy's restaurants. More information about the Company is available at [www.wendys-invest.com](http://www.wendys-invest.com).

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