



FOR IMMEDIATE RELEASE

CONTACT: Bob Bertini
614/764-3327

**WENDY'S REACHES OUT TO CASH-STRAPPED CONSUMERS
WITH TRIO OF 99¢ SIGNATURE VALUE SANDWICHES**

***Double Stack Cheeseburger Added to Value Menu;
Million Coupon Giveaway Planned Labor Day in Selected Florida Markets
As Salute to America's Workforce***

DUBLIN, OHIO (August 29, 2008) – Wendy's is reaching out to cash-strapped consumers with a trio of high-quality, signature sandwiches priced at 99 cents.

Wendy's announced today the national introduction of a 99-cent Double Stack cheeseburger and plans to aggressively promote this menu option, along with the Company's popular 99-cent Junior Bacon Cheeseburger and 99-cent Crispy Chicken Sandwich.

"The Double Stack is a proven store traffic and sales driver," said Wendy's Interim Chief Marketing Officer Paul Kershnik. "While the sandwich has been offered over the years in a number of U.S. markets, this will be the first time we have rolled it out nationally."

The Double Stack cheeseburger and the other two value sandwiches will go head-to-head against the double cheeseburger offered by Wendy's largest competitor.

"By offering three great-tasting sandwiches at a recommended price of 99 cents, we're giving customers more choices and more value for their money at a time when they're trying to stretch their dollars further and can use some help," Kershnik said.

The Double Stack will feature two junior hamburger patties - made with fresh, never frozen beef - cheese, Heinz® Ketchup, onion, mustard and pickles. The sandwich will replace the Stack Attack on Wendy's Value Menu.

Florida Labor Day Promotion

As part of the Double Stack launch, 400 participating Wendy's restaurants from Central Florida through Miami will present the first 50 dine-in customers on Labor Day with a book of 52 coupons for free Double Stacks – one year's supply. A total of one million Double Stack coupons will be given away.

The "Celebrating the American Workforce Giveaway" will begin at 11 a.m. on Labor Day, Sept. 1, 2008 at participating Florida Wendy's in the 30 counties that make up the greater communities of Orlando, Daytona, Ocala, Melbourne, West Palm Beach, Miami, Ft. Lauderdale, Tampa, St. Petersburg, Sarasota, Lakeland, Ft. Myers and Naples.

Wendy's International, Inc. overview

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.

Fresh beef available in 48 contiguous US and CN

The Wendy's name and design, Double Stack and Stack Attack are trademarks of Oldemark LLC and are licensed to Wendy's International, Inc. Heinz is a registered mark of H.J. Heinz Company Corporation used with permission.