



NEWS RELEASE

Actress and Style Icon Molly Sims to Give Lucky Fashionista a 'Fashion 411' Through Wendy's® #NewSaladCollection Contest

5/12/2014

LEARN EXCLUSIVE STYLING TIPS
FROM MOLLY SIMS AND \$1,000
GRAND PRIZE

May 12, 2014

DUBLIN, Ohio – Any fashionista knows inspiration is everywhere, including the season's most colorful and craveable ingredients in Wendy's New Salad Collection. To celebrate National Salad Month, fashionistas who participate in Wendy's third #NewSaladCollection contest – a partnership with fashion website Polyvore – will be entered for a chance to win a "Fashion 411" phone call with actress and style icon Molly Sims plus a \$1,000 grand prize.

Starting today, fashion fans can visit Polyvore.com/Wendys to create their own monochromatic style boards using the signature ingredients from Wendy's new premium salads — the Asian Cashew Chicken Salad and BBQ Ranch Chicken Salad — as inspiration. As the contest judge, Sims will choose her favorite style expression and the winner will receive a one-on-one call with the style icon to learn more about this season's hottest trends and styling tips.

Plus, the winner will receive a \$1,000 grand prize to stock up on the fashion finds they pinned.

Consumers will have seven days to create their salad-inspired looks based on the high-end ingredients in Wendy's #NewSaladCollection, such as fire-roasted edamame, spicy roasted cashews and fire-roasted sweet corn.

For more information about Wendy's Asian Cashew Chicken and BBQ Ranch Chicken salads, visit www.wendys.com.

One lucky winner will receive \$1,000 plus a "Fashion 411" call with actress and style icon Molly Sims to learn exclusive styling tips through Wendy's #NewSaladCollection contest.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. BY ENTERING THIS CONTEST, ENTRANTS ACCEPT AND AGREE TO BE BOUND BY THESE OFFICIAL RULES AND REPRESENT THAT THEY SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS.

This contest ("Contest") is open to registered users of Polyvore who are legal residents of the fifty U.S. states excluding Rhode Island and the District of Columbia and are 18 years of age or older.

The Entry Period begins May 12, 2014 at 12:01AM EST and ends May 18, 2014 at 11:59PM EST (the "Deadline"). All entries must be received by the Deadline to be eligible to win a prize. **See the Official Contest Rules and Regulations.**

ABOUT THE WENDY'S COMPANY

The Wendy's Company is the world's third largest quick-service hamburger company. The Wendy's system includes more than 6,500 franchise and Company restaurants in the United States and 29 countries and U.S. territories worldwide. For more information, visit www.wendys.com or www.aboutwendys.com.

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