



NEWS RELEASE

## Add Change To Back-to-School Routines with Wendy's® Monterey Ranch Crispy Chicken Sandwich

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SANDWICH RETURNS FOR LIMITED-TIME AT 99-CENTS

August 22, 2013

Dublin, Ohio – As the demands of back-to-school shopping make dents in consumers' wallets, Wendy's® is bringing back its Monterey Ranch Crispy Chicken sandwich just in time to please your taste buds at an affordable price. For only 99-cents, it joins the Right Price Right Size Menu™ for a limited time.

The Monterey Ranch Crispy Chicken Sandwich features premium all-white meat chicken and is topped with Monterey Jack Cheese and Ranch sauce for a unique taste you can only find at Wendy's.

"At Wendy's, value is defined by food quality, not just price," said Craig Bahner, Wendy's chief marketing officer. "Our Monterey Ranch Crispy Chicken features premium ingredients– like we use throughout our menu. We serve food at the price you like with the tastes and flavor combinations you love."

Teaming up with the Right Prize Right Size value menu line-up, the Monterey Ranch Crispy Chicken sandwich gives you more goodness for your money. Unlike its competitors, Wendy's Right Price Right Size value menu offers consumers an entire meal, rather than a standard quick-service value menu consisting of snacks and side items.

The Monterey Ranch Crispy Chicken Sandwich is another component of Wendy's ongoing brand transformation initiative, which also includes menu innovations; the re-imaging of restaurants with a bold, contemporary look; an updated Wendy's logo; new crew uniforms; consumer-preferred menuboard and packaging; and a completely overhauled [Wendys.com](http://Wendys.com).

Available for a limited time at participating Wendy's.

#### 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 27 countries and U.S. territories worldwide. For more information, visit [www.aboutwendys.com](http://www.aboutwendys.com) or [www.wendys.com](http://www.wendys.com).

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