



NEWS RELEASE

Chill Out: Wendy's 50¢ Frosty Is Back, Available Now

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WHAT:

Wendy's 50¢ Frosty deal is back and just in time for fans to kick-off summer with a celebratory sweet treat! Whether you're having visions of vanilla or craving a taste of chocolate, Wendy's Frosty fans can snag this summer's coolest deal with just two quarters, for a limited time.

"The 50¢ Frosty offer is a certified fan favorite and we couldn't think of a better way to help our customers kick-off the summer," said Kurt Kane, Wendy's executive vice president, chief concept and marketing officer. "Everyone has their favorite way to enjoy our classic treat and really the only way you can go wrong is by not getting to Wendy's today to take advantage of this amazing deal before it's gone."

While every Wendy's Frosty is served chilled perfection, this deal could melt away soon. Change the way you look at change and get your Frosty fix today.

WHEN:

Wendy's fans can enjoy a small Frosty for just 50¢, available now

WHERE:

Available at participating Wendy's restaurants for a limited time.

HOW:

Spoon, fry or straw, there's no wrong way to enjoy this classic confection. Just head to your local Wendy's to turn two quarters into a tasty treat!

ABOUT WENDY'S:

Wendy's® was founded in 1969 by Dave Thomas in Columbus, Ohio. Dave built his business on the premise, "Quality is our Recipe®," which remains the guidepost of the Wendy's system. Wendy's is best known for its made-to-order square hamburgers, using fresh, never frozen beef*, freshly-prepared salads with hand-chopped lettuce, and other signature items like chili, baked potatoes and the Frosty® dessert. The Wendy's Company (Nasdaq: WEN) is committed to doing the right thing and making a positive difference in the lives of others. This is most visible through the Company's support of the Dave Thomas Foundation for Adoption® and its signature Wendy's Wonderful Kids® program, which seeks to find every child in the North American foster care system a loving, forever home. Today, Wendy's and its franchisees employ hundreds of thousands of people across more than 6,700 restaurants worldwide with a vision of becoming the world's most thriving and beloved restaurant brand. For details on franchising, connect with us at www.wendys.com/franchising. Visit www.wendys.com and www.squaredealblog.com for more information and connect with us on Twitter and Instagram using @wendys, and on Facebook at www.facebook.com/wendys.

*Fresh beef available in the contiguous U.S., Alaska, and Canada.

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