



NEWS RELEASE

It Takes Two to Tango: Wendy's Celebrates Fall Television's Return with Flatbread Grilled Chicken Sandwiches

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HOSTS ULTIMATE PREMIERE PARTY
FOR PROFESSIONAL DANCER
CHERYL BURKE

September 17, 2013

Wendy's celebrated the much-anticipated return of two favorites – Wendy's Flatbread Grilled Chicken sandwiches and fall television shows – at its Ultimate Premiere Party in Los Angeles on September 16. Wendy's partnered with professional dancer and author Cheryl Burke to host an exclusive viewing party for the premiere of her fall TV show and to celebrate the comeback of Wendy's Flatbread Grilled Chicken sandwiches.

Burke enjoyed the Flatbread Grilled Chicken sandwiches with guests at a Wendy's restaurant on Sunset Boulevard while watching the first episode of her show and dishing about the behind-the-scenes scoop from the premiere.

"It was so much fun to join in the excitement for the premiere of the show with fans and special guests," said Burke.

"Celebrating the return of Fall TV with good friends and tasty, affordable food, like Wendy's Flatbread Grilled Chicken sandwiches, makes the watching experience that much better."

Popular designer and founder of Hostess with the Mostess, Jennifer Sbranti, styled the event with affordable, do-it-yourself décor and chic designs. Sbranti shared tips for how everyday women can create their own TV viewing parties in seconds flat, including serving Wendy's Flatbread Grilled Chicken sandwiches with style.

"We jumped on a trend among Millennial women who are creating 'girls nights in' to watch their favorite TV shows together," said Liz Geraghty, Wendy's vice president, brand marketing. "Women are looking for easy crowd-pleasers when entertaining, and our premium Flatbread Grilled Chicken sandwiches offer bold taste at an affordable price that we think can be the star of her viewing parties."

Wendy's Flatbread Grilled Chicken sandwiches, available in Smoky Honey Mustard and Asiago Ranch varieties, feature the perfect five-grain flatbread and include all-white meat chicken, topped with a spring mix featuring nine different types of fresh greens, and hand-sliced tomatoes that are juicy and full of flavor.

#6SecondsFlat Digital Campaign

As part of the sandwiches' return, Wendy's recently launched a digital campaign asking consumers to taste one of the flatbread sandwiches and share their thoughts through a short video on Vine, Instagram or Twitter using #6SecondsFlat. Each week, participants will have the chance to win \$6,000.

For more details about the #6SecondsFlat digital sweepstakes, visit <http://www.wendys.com/6SecondsFlat>.

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 or www.wendys.com.

****Photography and video footage available upon request.****

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