



NEWS RELEASE

Wendy's Names Brandon Solano Senior Vice President of Marketing

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DUBLIN, Ohio, July 24, 2014 /PRNewswire/ -- The Wendy's Company (NASDAQ: WEN) announced today that Brandon Solano, 43, a veteran brand builder and product innovator, has been named Senior Vice President of Marketing.

Solano will report to Wendy's® Chief Marketing Officer Craig Bahner and will lead the Company's Brand Marketing efforts.

"Brandon has a proven track record of building businesses and organizations. He's a step change thinker who delivers innovation in everything he does," Bahner said. "He will be a huge asset to The Wendy's Company and our system, and will help lead our brand transformation to the next level."

Over the course of his professional career, Solano has worked for some of the world's leading brands in positions of increasing scale and complexity. Prior to joining Wendy's, he served three years as Vice President of Franchise Development at Domino's®, leading retail store expansion, global retail re-imaging and franchise recruiting.

From 2008 to 2011, Solano spearheaded product innovation at Domino's, where his team created an award-

winning pipeline of innovative products.

Prior to Domino's, Solano served as Marketing Director for The Hershey Company. In this role, he led marketing and product innovation for Hershey's® largest brand, Reese's® Peanut Butter Cups, as well as Hispanic marketing.

During his career, Solano also has held marketing positions with Procter & Gamble, the Kellogg Company and Newell Rubbermaid, where he oversaw the launch of the brand's culinary school, the Calphalon Culinary Center.

Solano holds a B.S. from Grand Valley State University and a M.B.A. from the University of Notre Dame.

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-operated restaurants in the United States and 29 countries and U.S. territories worldwide. For more information, visit aboutwendys.com or wendys.com.

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SOURCE The Wendy's Company

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