

## Wendy's Creates Marketing Group to Drive Strategy and Innovation

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Ian Rowden, executive vice president and chief marketing officer, today announced the expanded role of Wendy's marketing department with the establishment of an Innovation and Strategy group.

Wendy's International, Inc. (NYSE:WEN) is creating a new area of marketing to lead innovation efforts for the Wendy's(R) brand.

Ian Rowden, executive vice president and chief marketing officer, today announced the expanded role of Wendy's marketing department with the establishment of an Innovation and Strategy group comprised of the following functions:

-- Research and Development

-- Strategic Insights & Innovation

-- Operations Innovation

"We know that innovation at all levels - from the menu to packaging to the customer experience in our restaurants - is critical to our success. Everything is now strategically linked and will work tightly together," Rowden said.

"Over the last year, we have completely retooled and reinvigorated our menu-development process, and our product pipeline is filled with a wide array of exciting options. Now, we're broadening this effort by creating a single team responsible for driving and enhancing innovation at all levels."

Kerri Anderson, Wendy's interim chief executive officer and president, said, "We have made great strides in our marketing efforts under Ian's leadership. The creation of the new group is an important next step as we work to strengthen our business performance and regain our position as a leader in innovation in our industry."

A senior strategist, yet to be named, will head the Innovation and Strategy group and will report to Rowden. Reporting to the group's leader will be three Wendy's veterans:

-- Lori Estrada, senior vice president -- research and development. Estrada oversees the development and execution of Wendy's menu strategy. She spearheads product and process innovation including new products, packaging and enhancements to current menu items.

-- Casey Minton, vice president -- strategic insights and innovation. Minton will be responsible for innovation of Wendy's current business model, identifying potential new revenue streams and consumer research and analysis.

-- Mike Watson, senior vice president -- operations innovation. A 26-year veteran and Wendy's Hall of Fame member, Watson has been serving as senior vice president of operations administration and strategic planning. In his new role, he will guide operational process improvements in Wendy's restaurants.

"Mike's vast operational experience will help ensure that our innovations are fully compatible with restaurant operations and strongly resonate with our customers," Rowden said. "Folding operations components into the Innovations and Strategy group is an important step. It's the first time we've had someone with Mike's operations background as an integral part of the marketing team."

In addition to the Innovation and Strategy group, other units reporting to Rowden include Brand Management, Field Marketing, Emerging Consumer Markets and Marketing Operations and Administration.

Effective immediately, Wendy's Media Services and Diversity Marketing teams will report to Bob Holtcamp, vice president -- brand management. In addition, Advertising Production will continue to report to Holtcamp.

The incorporation of Media Services and Diversity Marketing into the Brand Management team will facilitate greater alignment between media, message and creative as the Company executes marketing initiatives.

In addition, Wendy's Director of Communications Bob Bertini will focus on marketing support and will report directly to Rowden. Bertini's new title is director -- consumer communications. In order to strengthen the local impact of national sports and promotional events, Wendy's Special Events team now will report to Desmond Edwards, vice president - field marketing.

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