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Wendy's and Veterans Advantage Honor Veteran and Military Families with Special Offers at Wendy's(R) Restaurants

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GREENWICH, Conn., Oct 03, 2011 (BUSINESS WIRE) -- Wendy's and Veterans Advantage today announced a national military family initiative, providing all Veterans Advantage members special discounts throughout the year -- including patriotic holidays -- on popular Wendy's menu items.

"We're very appreciative that Wendy's has taken an industry leadership position to recognize our members and their dedicated service to our country," said H. Scott Higgins, founder and CEO of Veterans Advantage, and a Vietnam veteran. "These special offers -- discounts on Wendy's hamburgers, chicken sandwiches and other signature menu offerings -- are a real benefit to U.S. Military veterans, Active Duty and National Guard personnel and their families."

"We're honored to be able to give back to the men and women who have given so much to all of us through their military service," said Emil Brolick, president and chief executive officer, The Wendy's Company. "Our deep appreciation for their service fuels our commitment to hiring veterans and lending support to programs like Veterans Advantage."

Wendy's military roots run deep, starting with Wendy's founder Dave Thomas -- who attended the U.S. Army's Cook and Bakers School at Ft. Benning, Georgia, and was sent to Germany, where he attained the rank of staff sergeant. As manager of an enlisted men's club in the early 1950s, Thomas served as many as 2,000 people a day and honed skills that would serve him well in his future restaurant career.

Wendy's Board member and former President and Chief Executive Officer Roland Smith, is a graduate of the U.S. Military Academy at West Point, New York. Smith served in the U.S. Army for seven years in the Transportation and Aviation Corps as platoon leader, executive officer, deputy director of Army programs, aide-de-camp, aviation maintenance officer and pilot.

Special offers for Veterans Advantage members include single savings coupons for premium hamburgers, chicken sandwiches, salads, Frosty(TM) dairy desserts, and other menu items. In addition to this coming Veteran's Day on November 11, special coupons will also be distributed to Veterans Advantage members for Memorial Day, Flag Day, Independence Day and Patriot Day.

Veterans Advantage Card members will be able to access these special offers in the same fashion they access all their other benefits, through "Members Only" at VeteransAdvantage.com. There, they will be able to opt in to a special Veterans Advantage-co-branded edition of the WendyMail(TM) loyalty program, through which these special offers will be delivered to them throughout the year.

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