



Wendy's and Veterans Advantage Honor Veteran and Military Families with Special Offers at Wendy's® Restaurants



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Press Release Source: The Wendy's Company On Monday October 3, 2011, 11:00 am EDT

GREENWICH, Conn.--(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™ 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™ loyalty program, through which these special offers will be delivered to them throughout the year.

Veterans Advantage Card members can start receiving this special set of benefits today through an exclusive welcome package of offers emailed to them from Wendy's.

About The Wendy's Company

The Wendy's Company (NYSE:WEN - News) is the third largest quick-service hamburger company in the United States. A subsidiary, Wendy's International, Inc., is the franchisor of the Wendy's restaurant system. The Wendy's system includes more than 6,500 restaurants in the U.S. and 25 other countries and U.S. territories worldwide.

About Veterans Advantage

Veterans Advantage, organized by U.S. Military Veterans in 1999, has established the nation's leading card benefits program dedicated to "Giving Back to All Who Serve." The program's mission is to deliver new respect, recognition, and rewards for U.S. Active Duty, Military Veterans, Retired Military, Active and Retired National Guard & Reservists, and their family members, who have served in all branches and periods of service. Those who enroll receive a benefits package with a personalized military ID card, benefits directory, bonus offers, and savings benefits as a thank you for service to the country from top patriotic companies. Qualified applicants can enroll at www.veteransadvantage.com.

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