



For Immediate Release
September 1, 2009

ESPN Introduces Football Friday Sponsored by Wendy's®

Wendy's, MediaVest and ESPN partner to kick off pre-weekend Football Fix

BRISTOL, Conn. - Beginning September 4, ESPN will introduce *Football Friday presented by Wendy's*, a full suite of football-related content to satisfy every fan's pre-weekend fix for football news, previews, highlights, and information. Wendy's is the exclusive sponsor of the content, which will span across ESPN and ESPN2, as well as ESPN.com, Mobile ESPN.com, ESPN360.com, *ESPN The Magazine*, and ESPN Audio. MediaVest negotiated the multi-platform deal between Wendy's and ESPN, which will extend through the football regular season to January 1, 2010.

A 30-second co-branded spot will support the program, which marks the first time ESPN has united pre-weekend football content under a common name with an exclusive sponsor. Wendy's Football Friday programming includes placement in *SportsCenter*, *First Take*, *College Football Live*, *NFL Live*, and the television and radio broadcasts of both *Mike & Mike in the Morning* and *The Herd with Colin Cowherd*, among others.

Custom video content will also be incorporated into ESPN.com, which will have a dedicated Football Friday section, and Wendy's will have full-page integrations in *ESPN The Magazine* throughout the season. The program also includes live events like the 10-city Gridiron Tour, *ESPN The Magazine's* annual on-campus celebration of football fandom.

"In sponsoring *Football Friday*, Wendy's becomes a central part of fans' preparations for the excitement of the football season. We've not only provided multiple touch points to interact with the brand and access the essential news to gear up for the week's big games, we've created a valuable experience for the consumer," said Robyn Simburger, Vice President, Media Strategy and Activation.

Added Christine Merrifield, SVP, Group Client Director, MediaVest, "From on-air to online, print to mobile, events to retail executions, the consumer and the brand live at the heart of this program. *Football Friday presented by Wendy's* has the potential to deliver incredible value for both the viewers and the brand."

Ed Erhardt, president, ESPN Customer Marketing and Sales said, "This is an excellent example of how we can use our reach across platforms to create an effectual program with an advertiser. And by getting the key stakeholders in a room early, we came up with a truly engaging program."

About Wendy's

Wendy's International is one of the world's most successful restaurant operating and franchising companies with more than 6,600 restaurants worldwide. Wendy's is a member of Wendy's/Arby's Group, Inc (NYSE: WEN). More information is available at www.wendys.com, or www.wendysarbys.com.

About MediaVest

MediaVest, a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Wendy's, Kraft, P&G, The Coca-Cola Company and Wal-Mart. For more information, please visit www.mediavestww.com.

About ESPN

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of six domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPN), ESPN, ESPN2, ESPNEWS and ESPN HD simulcast services, ESPN Regional Television, ESPN International (45 networks, syndication, radio, web sites), ESPN Radio, ESPN.com, *ESPN The Magazine*, ESPN Enterprises, ESPN PPV, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360.com (Broadband), ESPN Mobile Properties, ESPN on Demand and ESPN Interactive. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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