



WENDY'S OF MICHIGAN & MERITAGE HOSPITALITY GROUP

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Wendy's of Michigan Raises over \$116,000 for Helen DeVos Children's Hospital

GRAND RAPIDS, MI— Wendy's of Michigan, owned and operated by Grand Rapids based Meritage Hospitality Group, raised over \$116,000 to help provide children with the finest patient care at the Helen DeVos Children's Hospital. This program ran Nov. 14 to Dec. 31 at all 43 west Michigan Wendy's locations. The donation will go towards the "Signature's" pediatric cancer research fund.

The Signature's Program is saving lives and changing the culture of personalized medicine for children diagnosed with cancer. The program allows the hospital to run a unique genetic profile on each child to provide them with the best customized treatment plan. "This donation will provide the ability for more tumors to be biopsied, entered into the database, and give our physicians the information they need to develop a more personalized treatment plan for each child," said Spectrum Health Foundation Specialist, Devin Pierson. "Many times treatment like this is not covered under traditional insurance plans, so this program is designed to help offer more options to the patients who need them."

"Our amazing Wendy's teammates worked tirelessly to reach their goals and make this the most successful campaign yet. The founder of Wendy's, Dave Thomas, always spoke about giving back to your community, and the teams at each restaurant rallied around that value with this campaign." Said Jeremy Wood, Area Director for Wendy's of Michigan. "The Change a Child's Life campaign is a great way to support our community and give back to a local children's hospital who is doing truly amazing things in the medical field."

"We are proud to announce this year's campaign raised an additional \$11,000 from the previous year," said Tyler Boik, Brand Manager for the Wendy's division. "The Wendy's restaurants and our guests really out did themselves. We saw record participation across all of west Michigan. It really helps when you have such a great cause to donate too."

General Manager Jeremy Klapp and his team on Lake Michigan Drive in Walker truly took this promotion to heart. Klapp and his team raised a record \$9,817, nearly \$2,000 more than the previous record. "We saw this as an opportunity to help some kids in need and also do our part to help bring the community together," said Klapp.

The Wendy's on South Washington in Holland went above and beyond collecting monetary donations for the Change a Child's Life campaign. General Manger Mike O'Brien and his team not only decorated their dining room with holiday cheer, they included stuffed animals that they later donated to the hospital.

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“I not only wanted to have a great looking dining room for our guests, but I also wanted to bring the idea of giving back to life, which is where the stuffed animal idea came from,” said O’Brien.

“The Helen DeVos Children’s Hospital has been a fantastic community partner for the Change a Child’s Life campaign over the years,” said Lindsay Stone, Director of Marketing for Meritage Hospitality Group. “We want to send out a huge thank you to our Wendy’s Area Directors, managers, teammates and the communities we operate in for the continuous support this program receives. It’s always wonderful to see the backing we receive from the west Michigan community.”

The Change a Child’s Life campaign began over 20 years ago and has given back to countless organizations. The program has raised more than \$3.1 million to support local organizations throughout west Michigan.

Wendy’s of Michigan and Helen DeVos Children’s Hospital have benefited from a long-standing partnership through both Wendy’s annual Change a Child’s Life and Gridiron Giving campaigns.

“We are extremely proud and gracious for our Wendy’s restaurants that participate in this holiday tradition,” said Robert Schermer Jr. CEO of Meritage Hospitality and Board Member for Helen DeVos Children’s Hospital. “Our 2016 campaign was tremendous, but we want to strive to make 2017 even better. I look forward to seeing this program continue to grow in the coming years and help change more children’s lives.”

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Meritage Hospitality Group (OTCQX:MHGU) is a progressive, dynamic company, driving strategic growth in the competitive culinary market. The Company owns and operates over 180 restaurants in 8 states with 6,000 employees. Meritage is comprised of 5 dynamic concepts- Wendy’s®, Wheelhouse Kitchen and Cocktails, Twisted Rooster, Crooked Goose and Freighters Eatery & Taproom. Each concept delivers a distinctive dining experience for their guests, a work environment rich with opportunity for their team members & optimum results for its shareholders.