



Applebee's Kicks Off National ESPN Fan Zone Game-Watching Experience

September 11, 2013

ESPN commentator Chris Berman helps unveil new augmented-reality experience at San Francisco event

KANSAS CITY, Mo.--(BUSINESS WIRE)--Sep. 11, 2013-- Football, as any coach knows, is all about timing. Just in time for football season, Applebee's® restaurants has debuted the ESPN Fan Zone at Applebee's, a new venture between the worldwide leader in sports and the world's largest casual dining restaurant chain.



ESPN Commentator Chris Berman, Apple American Group President & CEO Greg Flynn, and Applebee's President Mike Archer cut into a five-foot-long Boo-Yah! Brew Pretzel to mark the launch of ESPN Fan Zones at Applebee's restaurants across the country on Tuesday, Sept. 10, 2013. ESPN Fan Zones at Applebee's feature a unique and interactive "augmented reality" experience, in which fans have the opportunity to win an Ultimate Fan Cave from Anheuser-Busch, an Ultimate Tailgate Vehicle from Miller-Coors and a trip to their favorite team's game while decked out in gear from Pepsi. (Photo: Business Wire)

The new environment gives fans across the country a unique destination, created by brands they love, to watch the game with friends.

"ESPN has become synonymous with gameday," said Mike Archer, Applebee's president. "Bringing that viewing experience to Applebee's gives our sports crazed Guests the electric atmosphere of watching the big game on TV with the

neighborhood."

ESPN commentator Chris Berman and Archer ceremonially cut a five-foot "Boo Yah! Brew Pretzel" during an event at the new Fisherman's Wharf Applebee's in San Francisco, the world's second-largest Applebee's location, to signal the launch of ESPN Fan Zones at Applebee's restaurants across the country.

Video assets of ceremony available for download at <http://www.repinteractive.com/draft/fanzone/> password: fanzone01.

Highlighting the experience is a special, Chris Berman-themed Applebee's Fan Scan smartphone game, accessible only at ESPN Fan Zones at Applebee's, which gives fans the opportunity to win weekly instant prizes and three grand prizes throughout the season, including:

- An Ultimate Fan Cave from Anheuser-Busch
- An Ultimate Tailgate Vehicle from Miller-Coors, and
- A trip to one Guest's favorite team's game outfitted with all the gear they need from Pepsi

"No matter what team's territory you're in, the odds are good an Applebee's restaurant is nearby," said Ed Erhardt, president, ESPN global customer marketing and sales. "At ESPN our mission is to serve fans and The ESPN Fan Zone extends that mission directly into fans' favorite neighborhood bar and grill."

As part of the experience, Guests will also be able to choose from a new Game Time Menu with selections ranging from Boo Yah! Brew Pretzels, to Team Wonton Tacos, and Boom Boom Boneless Buffalo Wings.

About Applebee's International, Inc.

Applebee's Neighborhood Grill and Bar® (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 15 countries and one U.S. territory. Based in Kansas City, Mo., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's International, Inc. and its affiliates.

About ESPN

ESPN, the world's leading sports entertainment company, features more than 50 assets – seven U.S. television networks, ESPN International, ESPN Radio, ESPN.com, *ESPN The Magazine*, and more. ESPN is 80 percent owned by ABC, Inc. (an indirect subsidiary of The Walt Disney Company) and 20 percent by The Hearst Corporation.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130911005589/en/>

Source: Applebee's International, Inc.

Applebee's
Dan Smith, 913-890-0370
dan.smith@applebees.com