



Applebee's® Invites Fans to #BeeFamous in 2014 TV Commercial; Most 'Unbelievable' Fans to Promote Unbelievably Great Tasting & Under 550 Calories™ Menu

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Applebee's Using Fan Reactions to Punctuate "Unbelievability" of New Savory Cedar Salmon and Roma Pepper Steak

KANSAS CITY, Mo.--(BUSINESS WIRE)--Dec. 30, 2013-- With two new dishes delivering full-on flavor and surprisingly few calories, [Applebee's](#) restaurants is turning to social media to find its most over-the-top fans to appear in a TV commercial and tell the story of its Unbelievably Great Tasting & Under 550 Calories Menu.



Applebee's zesty Roma Pepper Steak is Weight Watchers®-endorsed and has an extra kick of flavor without the guilt. (Photo: Business Wire)

Five years after introducing Unbelievably Great Tasting & Under 550 Calories dishes – generous-portioned selections packed with bold flavors and fewer calories – America's favorite neighborhood grill and bar invites fans to show what they've got by recording their most unbelievable reactions on Vine using the hashtag #BeeFamous, beginning Dec. 30. The best reactions will appear in an Applebee's

TV commercial in early February.

"Applebee's has millions of fans in social media. If you're one of them, you know we love to interact," said Mike Archer, Applebee's President. "#BeeFamous is about capturing the spirit of that first bite of our Unbelievably Great Tasting & Under 550 Calories Menu items. You won't believe something that good has so few calories."

#BeeFamous marks the first time Applebee's has engaged its fan base of more than 5 million fans and followers with the opportunity to appear in a TV commercial. The campaign highlights the Unbelievably Great Tasting & Under 550 Calories Menu through multiple channels and the even more unbelievable personality and talent of its biggest fans.

"We're always looking for ways to break the mold and engage with fans," Archer said. "The integration of social media and broadcast marketing is something we've never done before. It's exciting to put the spotlight on the fans who show us love every day."

For a chance to be in an Applebee's TV commercial, Applebee's fans can visit [VineTheBees.com](#) for more details.

Two New Unbelievably Great Tasting & Under 550 Calories Menu Items

Two new menu items join five other Unbelievably Great Tasting & Under 550 Calories selections at Applebee's: Napa Chicken & Portobellos, Zesty Roma Chicken & Shrimp, Signature Sirloin with Garlic Herb Shrimp, Lemon Parmesan Shrimp and Creamy Parmesan Chicken – now available on Applebee's 2 for \$20 menu. The new menu items include:

- **NEW! Roma Pepper Steak:** A lean, 7 oz. sirloin is grilled to perfection and topped off with chunky Roma pepper relish. It's served with a grilled portobello stuffed with a creamy, white wine artichoke cheese spread and red potatoes. This zesty dish is Weight Watchers®-endorsed and has an extra kick of flavor without the guilt.
- **NEW! Savory Cedar Salmon:** A smoky, fire-grilled salmon filet is topped off with artichoke sauce and paired with a medley of seasonal vegetables and herbed potatoes. The filet is rubbed with cedar seasoning for a unique smoky flavor without added calories.

Since 2004, Applebee's is the only restaurant chain to offer Weight Watchers-endorsed entrées. In addition, Applebee's has offered its Unbelievably Great-Tasting and Under 550 Calories menu since 2008. Guests can savor the new entrees at their neighborhood Applebee's restaurant.

About Applebee's International, Inc.

Applebee's (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 restaurant 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.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131230005364/en/>

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