



Applebee's® Teams Up with Alex's Lemonade Stand Foundation to Raise Funds for Pediatric Cancer Research

July 8, 2019

For the 15th Year More Than 1,000 Applebee's Restaurants Support Alex Scott's Mission to Cure Childhood Cancers

GLENDALE, Calif.--(BUSINESS WIRE)--Jul. 8, 2019-- Beginning today, [Applebee's®](#) restaurants nationwide are teaming up with [Alex's Lemonade Stand Foundation](#) for their 15th year in the fight against childhood cancer and to fund pediatric cancer research and family support programs.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190708005099/en/>



Applebee's® Teams Up with Alex's Lemonade Stand Foundation to Raise Funds for Pediatric Cancer Research (Photo: Business Wire)

Again this year, neighbors who visit any of the more than 1,000 participating Applebee's restaurants now through August 11 can purchase lemon-shaped pin-up cards in \$1 and \$5 increments which will go directly back to Alex's Lemonade

Stand Foundation. Guests can also enjoy a Quencher Lemonade, new Rainbow Lemonade or regular lemonade when dining in and a portion of the proceeds will be donated and will help children impacted by cancer, the leading cause of death in children under 19.

Alex's Lemonade Stand Foundation was established in 2005 to continue the mission of four-year-old Alexandra Scott. While fighting her own battle against cancer, Alex set up a lemonade stand in her front yard to raise money for "doctors to find a cure" for all childhood cancers. One in 285 children will be diagnosed with cancer by the time they turn 20¹ and yet pediatric cancer research is vastly and consistently underfunded.

Guests who cannot make it into a restaurant but want to contribute can visit Applebees.com/AlexsLemonade to find a local participating restaurant and learn about additional ways to join in the fundraising efforts.

"Our 15-year partnership with Alex's Lemonade Stand Foundation is deeply important to our Applebee's family and to our local neighborhoods. We believe in the power of 'Doin' Good in the Neighborhood,' and I am personally proud of the more than \$10.2 million that we have raised throughout the years and the good that this money has been able to do by finding cures for childhood cancers," said John Cywinski, Applebee's President. "We are grateful to all who will join our efforts this summer to make a difference, one cup at a time."

"Applebee's was one of our first and continues to be one of our most dedicated supporters of Alex's mission. Watching their restaurants turn into lemonade stands each summer and seeing how their local communities rally together in support of our Foundation, makes me tremendously proud," said Liz Scott, Alex's mom and co-executive director, Alex's Lemonade Stand Foundation. "It is because of this great work and dedication that we have been able to break new ground in pediatric cancer research and help children who wouldn't otherwise have the means to get life-saving treatment. We look forward to saving more lives together."

Join in the conversation using #Applebees and #Onecupatatime.

Participation and activities may vary by location.

About Applebee's®

As one of the world's largest casual dining brands, Applebee's Neighborhood Grill + Bar serves as America's kitchen table, offering guests a lively dining experience that combines simple, craveable American fare with classic drinks and local drafts. Applebee's restaurants are owned and operated by entrepreneurs dedicated to more than serving great food, but also building up the communities that we call home. From raising money for local charities to hosting community fundraisers, Applebee's is always Doin' Good in the Neighborhood. As of March 31, 2019, there were 1,830 franchise and company-owned restaurants in all 50 states, Puerto Rico, Guam and 13 other countries. Applebee's is franchised by subsidiaries of Dine Brands Global Inc. [NYSE: DIN], which is one of the world's largest full-service restaurant companies.

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About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of 4-year-old Alexandra "Alex" Scott, who was fighting cancer and wanted to raise money to find cures for all children with cancer. Her spirit and determination inspired others to support her cause, and when she passed away at the age of 8, she had raised \$1 million. Since then, the Foundation bearing her name has evolved into a national fundraising movement. Today, ALSF is one of the leading funders of pediatric cancer research in the U.S. and Canada raising more than \$175 million so far, funding nearly 1,000 research projects and providing programs to families affected by childhood cancer. For more information, visit AlexsLemonade.org.

Forward-Looking Statements

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by words such as "may," "will," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. These factors include, but are not limited to: the effect of general economic conditions; the Company's indebtedness; risk of future impairment charges; trading volatility and the price of the Company's common stock; the Company's results in any given period differing from guidance provided to the public; the highly competitive nature of the restaurant business; the Company's business strategy failing to achieve anticipated results; risks associated with the restaurant industry; risks associated with locations of current and future restaurants; rising costs for food commodities and utilities; shortages or interruptions in the supply or delivery of food; ineffective marketing and guest relationship initiatives and use of social media; changing health or dietary preferences; our engagement in business in foreign markets; harm to our brands' reputation; litigation; fourth-party claims with respect to intellectual property assets; environmental liability; liability relating to employees; failure to comply with applicable laws and regulations; failure to effectively implement restaurant development plans; our dependence upon our franchisees; concentration of Applebee's franchised restaurants in a limited number of franchisees; credit risk from IHOP franchisees operating under our previous business model; termination or non-renewal of franchise agreements; franchisees breaching their franchise agreements; insolvency proceedings involving franchisees; changes in the number and quality of franchisees; inability of franchisees to fund capital expenditures; heavy dependence on information technology; the occurrence of cyber incidents or a deficiency in our cybersecurity; failure to execute on a business continuity plan; inability to attract and retain talented employees; risks associated with retail brand initiatives; failure of our internal controls; and other factors discussed from time to time in the Company's Annual and Quarterly Reports on Forms 10-K and 10-Q and in the Company's other filings with the Securities and Exchange Commission. The forward-looking statements contained in this release are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.

Media Contacts:

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¹ Source: Cancer Facts & Figures 2014, American Cancer Society: <http://www.cancer.org/research/cancerfactsstatistics/cancerfactsfigures2014/>

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