



Applebee's to Host Event for Celebrity Chef Tyler Florence

June 13, 2008

Award-Winning Chef Will Be Available for Autographs and Pictures

RENO, NV, Jun 13, 2008 (MARKET WIRE via COMTEX News Network) -- The Applebee's Neighborhood Grill & Bar at 4805 Kietzke Lane in Reno will host a meet-and-greet event for celebrity chef Tyler Florence of The Food Network on Saturday, June 14 from noon to 3 p.m.

Florence's career with The Food Network began in 1996, hosting numerous shows such as "Food 911," "How to Boil Water," and "Tyler's Ultimate." His cookbooks include "Tyler Florence's Real Kitchen," "Eat This Book," and "Tyler's Ultimate." Since September 2006, Florence has partnered with Applebee's to develop exclusive menu items for the chain's more than 1,800 domestic restaurant locations. Florence works closely with the Applebee's culinary team to develop great-tasting menu items that offer flavorful, satisfying food from across the country and across cultures.

During the event, guests can meet Florence and sample menu items he helped create. With the purchase of a \$15 or more Applebee's gift card, guests can have their picture taken with him that he will autograph.

About Applebee's / IHOP (NYSE: IHP)

Applebee's Services Inc., headquartered in Lenexa, Kan., and its affiliated companies develop, franchise and operates restaurants under the Applebee's Neighborhood Grill & Bar brand, the largest casual dining concept in the world. At the end of fiscal 2007, there were 1,976 Applebee's restaurants operating system-wide in 49 states, 17 international countries and two U.S. territories, of which, 510 were company owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

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