



Holiday Shoppers Can Find Value With Applebee's(R) Newest Sizzling Entrees Featuring Steak, Chicken and Shrimp, Starting at \$8.99

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Latest Offerings Part of Ongoing Menu-Improvement Strategy

KANSAS CITY, MO, Nov 29, 2011 (MARKETWIRE via COMTEX) --

The most discriminating diners and shoppers will rejoice this season as Applebee's offers great-tasting meals at value prices.

In its sixth menu addition in 2011, Applebee's is firing up great-tasting sizzling meals including two new entrees:

-- Sizzling Double Barrel Whisky Sirloins, which include two 4 oz. sirloin steaks, flavored with blackened seasoning, garlic and thyme, served with garlic mashed potatoes and topped with red peppers, mushrooms and onions caramelized in the flames of bourbon whisky

-- Sizzling Cajun Steak & Shrimp, starting with a 7 oz. house sirloin grilled with blackened seasonings and served over sauteed onions and red peppers, topped with blackened shrimp and traditional Cajun gumbo with okra, served with a side of red beans and rice with andouille sausage.

"We're continuing to find new ways to enhance the flavor of our food while keeping it affordable for our guests every day," said Chef Shannon Johnson, executive director at Applebee's. "Our sizzling meals are a concept we're perfecting -- they're hot, smell and taste great and won't break the bank." In the past 18 months, Applebee's has enhanced more than 80 percent of its menu.

Recently, Applebee's was named tops for overall value category in an annual consumer restaurant chain survey conducted by Market Force Information.

The Sizzling menu is rounded out by Sizzling Bourbon Street Steak and Sizzling Chicken & Spicy Queso Blanco -- which were introduced earlier this year. The Sizzling menu starts at \$8.99.

About Applebee's

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 takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar(R) is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

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