



CMT Joins Applebee's(R) Thank You Movement to Show Veterans and Troops the Appreciation They Deserve Year-Round

November 17, 2011

Applebee's & CMT Artists of the Year Support the World's Largest Ongoing Military Thank You, Now 2.6 Million Strong

KANSAS CITY, MO, Nov 17, 2011 (MARKETWIRE via COMTEX) --

Applebee's and CMT Artists of the Year have joined the Thank You Movement, an ongoing initiative to collect millions of thanks for U.S. Veterans and Active Duty Military all year long.

In a series of vignettes that launched this week, Applebee's and CMT's national call to volunteerism, CMT One Country, celebrate the five CMT Artists of the Year -- Jason Aldean, Kenny Chesney, Lady Antebellum, Brad Paisley and Taylor Swift -- and salute the nation's military with messages from the stars.

The Thank You Movement makes it easy for Americans to show their appreciation for the nation's military via www.thankyoumovement.com and Applebee's Facebook Page, #thankyouvets on Twitter and YouTube. The Thank You Movement web site hosts a live rolling counter of ongoing Thank Yous. Veterans and active duty troops can then go online to see the heartfelt thanks of the people they serve.

Along with Thank You Movement Ambassador Rodney Atkins, more than 2.6 million people have already expressed their messages of thanks to the men and women of the military for their commitment, sacrifices and bravery in protecting America's freedom.

Click here to see their individual messages:

- Jason Aldean
- Kenny Chesney
- Brad Paisley
- Lady Antebellum
- Taylor Swift

Applebee's Thank You Movement is a natural extension of the company's efforts to thank veterans and active duty military. For the past three years nationally, Applebee's has provided more than a million free Thank You meals to veterans and troops at its more than 1800 U.S. Applebee's restaurants on Veterans Day, including more than one million this past Friday, Nov. 11, 2011, bringing the total since the program began in 2009 to more than three million.

CMT will honor Jason Aldean, Kenny Chesney, Lady Antebellum, Brad Paisley and Taylor Swift as the top artists of the year in the 90-minute special, CMT ARTISTS OF THE YEAR, premiering Dec. 13 at 9 p.m. ET/PT. Hosted by actor Rob Lowe, CMT ARTISTS OF THE YEAR will bring the honorees together with their peers, as well as celebrities from across the entertainment spectrum for a glamorous evening of star-studded performances from the country world and beyond, all in celebration of the successes of the past year. Applebee's is a returning sponsor for the special.

To join the Thank You Movement, visit www.thankyoumovement.com.

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 is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

About CMT One Country

CMT, a unit of Viacom's MTV Networks (NYSE: VIA) (NYSE: VIA.B), is the leading television and digital authority on country music and entertainment, reaching more than 93 million homes in the U.S. CMT ONE COUNTRY, CMT's national call to volunteerism, was launched in the fall of 2005 to promote civic participation and inspire CMT viewers to take action and bring about important change in their communities. CMT ONE COUNTRY partners include Feeding America (formerly America's Second Harvest), Boys & Girls Clubs of America, Habitat for Humanity, Hands On Network and the USO (United Service Organizations) and Children's Miracle Network. For more information, visit CMTONECOUNTRY.com which aims to offer tools to help anyone start making a difference immediately.

Embedded Video Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805168

Embedded Video Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805165

Embedded Video Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805166

Embedded Video Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805163

Embedded Video Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805167

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805156

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805159

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1805162

MEDIA CONTACTS :

Derek Farley
DFPR
704-941-7353
Email Contact

Tom Beyer
DFPR
480-358-8135
Email Contact

Amanda Murphy
CMT
615-335-8408
Email Contact

SOURCE: Applebee's

<http://www2.marketwire.com/mw/emailprcntct?id=C9516A6D690FB405>

<http://www2.marketwire.com/mw/emailprcntct?id=57C6E980E7CDD5D7>

<http://www2.marketwire.com/mw/emailprcntct?id=373B58BB0F8CFC39>