



More Than One Million Veterans and Active Duty Military Enjoy Free Thank-You Meal at Applebee's(R)

November 14, 2011

Thanks at www.thankyoumovement.com More Than 2.6 Million in Three Weeks

KANSAS CITY, MO, Nov 14, 2011 (MARKETWIRE via COMTEX) --

In honor of the military's commitment, sacrifices and bravery, Applebee's nationwide served more than one million thank-you meals on Veterans Day -- bringing the total number to more than three million since the program started in 2009.

And the tradition of thank yous continues well beyond Veterans Day.

Since Applebee's launched the Thank You Movement -- an ongoing initiative to collect thanks for U.S. Veterans and Active Duty Military -- more than 2.6 million people have shared their gratitude via www.thankyoumovement.com, Facebook, Twitter and YouTube.

"Just as we benefit from the military's service every day, we want the military to feel appreciated every day," said Mike Archer, president, Applebee's Services, Inc. "It's easy -- just go to www.thankyoumovement.com and post a thank you."

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. Country music standout Rodney Atkins, Applebee's Thank You Movement Ambassador, officially launched the movement with a performance in Times Square.

"Every minute of every day is an opportunity to say 'Thank You' to the members of our military," said Atkins. "We want to thank them for their service to our country. The Thank You Movement will make sure that veterans and troops are top of mind and deep in our hearts all the time."

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.

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