



/ CORRECTION - Applebee's

December 18, 2008

LENEXA, KS, Dec 18, 2008 (MARKET WIRE via COMTEX News Network) -- In the news release, "Applebee's Shows You the Money," issued Wednesday, December 17, 2008, by Applebee's, we are advised by the company that the bonus gift card amount should be "\$10 bonus card with the purchase of \$50 in gift cards" rather than "\$5 bonus card with the purchase of \$25 in gift cards" as originally issued. Complete corrected text follows.

Applebee's Shows You the Money

Casual Dining Restaurant Leader Gives Away a \$10 Bonus Card to Those Who Purchase Convenient, Easy-to-Redeem Gift Cards

LENEXA, KS -- December 17, 2008 -- In today's economy, wouldn't it be great to find a place where \$50 equals \$60? Now you can -- Applebee's.

For a limited time, participating Applebee's restaurant locations are giving a \$10 bonus card absolutely free to anyone who comes in and purchases \$50 in gift cards. Even better, the offer is unlimited.

Purchasing gift cards is a great way to take care of those hard-to-buy-for people on a holiday shopping list. And the free \$10 bonus card that comes with each \$50 gift card purchase is great to keep on hand as a last-minute gift need (a neighbor, a teacher or a babysitter). Or, it could be used just to treat yourself to a well-deserved, delicious meal or a relaxing glass of wine after the rush of the holidays is over.

Backed by a distinguished and reputable brand, Applebee's gift cards have no fees associated with them, never expire and can be redeemed in more than 1,900 locations across the United States and Canada (see participating restaurants for complete details on the \$10 bonus card program and gift cards).

"The importance of providing value has never been stronger than it is now considering these tough economic times," said Mike Archer, president - Applebee's Services, Inc. "Applebee's wants to build on the value we've always provided guests, so in addition to our great meals and refreshing beverages served in a fun and relaxing atmosphere, we're now giving consumers extra value through our bonus card program."

Prefer to do your shopping online? Applebee's makes gift card buying -- and giving -- fast, convenient and personal. By visiting the gift card section on www.applebees.com, guests can select from several unique gift card designs, or choose to design their own personal gift card by uploading their favorite photo or adding a customized message directly to the card. Applebee's also makes it easy to mail the gift card by letting you choose from a variety of different greeting cards.

The \$10 bonus card program is offered only when regular gift cards are purchased at a restaurant location. But Applebee's makes it convenient to purchase gift cards by making them available at some of the nation's largest retailers, including Walgreens and Kroger grocery stores (a list of retailers can be found under the "Gift Card" section at www.applebees.com).

"Whether you personalize a gift card online or come to one of the thousands of retail chain locations to purchase them, Applebee's gift cards are an easy and rewarding experience for both the sender and the recipient," said Archer. "And now that you get a free \$10 bonus card for every \$50 in gift cards purchased at our restaurants, it helps make the holidays a little brighter."

About Applebee's Services, Inc.

Applebee's Services Inc. and its affiliates, franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and is a DineEquity, Inc. (NYSE: DIN) brand. As of September 30, 2008, there were 1,997 Applebee's restaurants operating system-wide in 49 states, 17 international countries and one U.S. territory, of which 480 were company-owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

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