



Applebee's Offer Serves up Extra Value

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Casual Dining Leader Offers Two Entrées and Shareable Appetizer for Only \$20

LENEXA, KS, Nov 12, 2008 (MARKET WIRE via COMTEX News Network) -- Whether it's 'date night,' a family gathering, or a casual get-together with neighbors, people still want to be treated to a night out. To meet this need, particularly during challenging economic times, Applebee's has launched a limited time offer that will satisfy even the most budget-conscious diners. With its new "2 for \$20" promotion, the world's largest casual dining chain invites guests to share a generously-sized appetizer and two classic entrees -- all for only \$20.

"While consumers may be cutting back, Applebee's wants to ensure they don't miss out on what's important: connecting over a meal with friends and family," said Shannon Scott, executive director, marketing for Applebee's. "We are offering our guests two full size entrees and a shareable appetizer for only \$20. To round out the evening, guests can complement their meal with an ice cold beer, a glass of wine, or a beverage of their choice."

With the offer, Applebee's guests choose from any of the following popular appetizers:

Spinach & Artichoke Dip

Crunchy Onion Rings

Boneless Buffalo Wings

Mozzarella Sticks

Guests can also select any two of Applebee's full-sized entrees:

7 oz. house sirloin

Double crunch shrimp

Bacon cheeseburger

Three-cheese chicken penne

Oriental Chicken salad

Riblet basket

Fiesta Lime chicken

Grilled Italian Chicken Caesar Salad

Chicken Fingers basket

"Guests can enjoy their favorite grill and bar food that they find only at Applebee's," said Scott. "While we can't fix the economic challenges, we are offering guests tremendous value when it comes to a great night out."

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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