



Applebee's Franchisees and Suppliers Bring "Neighborhood" to Las Vegas

October 16, 2008

Auctions Raise More Than \$97,000 to Benefit Children's Miracle Network Hospital in Las Vegas

LENEXA, KS, Oct 16, 2008 (MARKET WIRE via COMTEX News Network) -- Sharing strategy and tactics for 2009 and beyond was the primary purpose of the recently completed Applebee's Franchise Business Convention held in Las Vegas. While the agenda was replete with discussions of strategy and opportunities for learning, attendees were able to reinforce why "Neighborhood" is at the core of the Applebee's culture by raising more than \$97,000 for a local Children's Miracle Network hospital.

Through the generous support and participation of Applebee's franchisees and vendor partners, a silent and live auction raised \$97,300 for St. Rose Dominican, a not-for-profit hospital serving the Las Vegas community.

"Great brands have a soul that embraces a sense of purpose and passion to support communities they serve," said Mike Archer, president, Applebee's Services, Inc. "The spirit of giving back is a powerful example of how the commitment to 'Neighborhood' is not only part of Applebee's fabric, but is also woven throughout our franchisees and vendor partners. All of us are proud to support St. Rose Dominican in its mission to serve people in need throughout the Las Vegas community."

"Applebee's has been incredibly generous in its support of Children's Miracle Network and St. Rose Dominican Hospitals. Their donation will make a tremendous difference in improving the lives of the children we treat at St. Rose," said Debi Walsh, Director of Children's Miracle Network at St. Rose Dominican Hospitals. "We simply could not provide the finest medical care, life-saving research and preventative education for kids without the support of companies like Applebee's."

About Children's Miracle Network

Children's Miracle Network is a non-profit organization dedicated to improving the lives of sick children by raising funds to provide the finest medical care, life-saving research and preventative education for 170 premier hospitals across North America. The local Children's Miracle Network affiliate is St. Rose Dominican Hospitals, Southern Nevada's only not-for-profit, religiously supported hospital, whose mission is to serve people in need. Visit www.childrensmiraclenetwork.org, or www.strosehospitals.org for more information.

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).

Contact:

Miles McMillin
miles.mcmillin@applebees.com
913-890-0259

SOURCE: Applebee's Services, Inc.

<mailto:miles.mcmillin@applebees.com>