



Applebee's Franchisees Bring Neighborhood to Life

October 1, 2008

Franchisees Win Prestigious National and State Awards

LENEXA, KS, Oct 01, 2008 (MARKET WIRE via COMTEX News Network) -- The National Restaurant Association recently honored Keystone Apple, operator of eight Applebee's franchises in Central Pennsylvania, as the national winner of the 2008 Restaurant Neighbor Award in the mid-size business category. The award, which recognizes restaurants that demonstrate outstanding community service, was presented to Keystone Apple at the Association's annual Public Affairs Conference held in Washington, D.C. in September.

In addition to Keystone Apple's national award, three other Applebee's franchisees were recognized as state finalists for the award: Applecreek Management Co., AppleGrove Restaurants in Georgia and TL Cannon in New York.

"Keystone Apple's national award, as well as the recognition other franchisees received, demonstrates Applebee's commitment to give back to the markets we serve," said Mike Archer, president, Applebee's Services, Inc. "Since its founding in 1980, Applebee's has continually demonstrated its commitment to 'Neighborhood' by providing great food, a fun guest experience and supporting local programs."

As part of their award, Keystone Apple, located in Mechanicsburg, Pa., received \$5,000 from the Association to help continue their charitable work. Since 2007, Keystone Apple has inspired employees and coordinated the company's charitable events. Approximately 1,400 volunteer hours have been spent to support dozens of community agencies including the Special Olympics, Humane Society and the Military of the Purple Heart organization.

"We are honored by this recognition," said Steve Davenport, president - Davenport's & Keystone Apple. "We're especially proud of our managers and hourly staff for their commitment and willingness to get involved. Since our company began in 1914, we have always been grateful for the opportunity to operate restaurants across Central Pennsylvania. Getting involved and supporting these community programs is our way of giving back and showing our appreciation."

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 June 30, 2008, there were 1,993 Applebee's restaurants operating system-wide in 49 states, 17 international countries and one U.S. territory, of which 509 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>