



Media Alert: Local Story/Video and Photo Opportunity at Applebee's

November 11, 2009

Wednesday, Nov. 11, 2009 (Veterans Day)

WHAT: All U.S. veterans and active duty military personnel can eat free* on Veterans Day, Wednesday, Nov. 11 at every Applebee's Neighborhood Grill & Bar(R) restaurant across the country. Military receive a free entree from a special menu in their honor.

WHO: All U.S. veterans and active military personnel, including reserves and National Guard.

WHY: To offer a nationwide "thank you" to our military.

WHEN: Wednesday, Nov. 11, 2009 (Veterans Day) during regular business hours.

WHERE: All domestic Applebee's Neighborhood Grill & Bar restaurants.
*Check www.applebees.com for nearby locations.
For more information: www.applebees.com/vetsday

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, 2009, there were 2,002 Applebee's restaurants operating system-wide in 49 states, 15 international countries and one U.S. territory, of which 399 were company-owned. Additional information on Applebee's can be found on the company's Web site at www.applebees.com.

CONTACTS:

Nancy Mays
Applebee's Corporate
818-859-3879
nancy.mays@applebees.com

Miles McMillin
Applebee's Corporate
866-545-8931
miles.mcmillin@applebees.com

Kristin Small
MS&L Worldwide (PR agency)
323-866-6061
Kristin.small@msslworldwide.com

Kate Wilkinson
MS&L Worldwide (PR agency)
323-866-6025
kate.wilkinson@msslworldwide.com

SOURCE: Applebee's Services, Inc.

<mailto:nancy.mays@applebees.com>
<mailto:miles.mcmillin@applebees.com>
<mailto:Kristin.small@msslworldwide.com>
<mailto:kate.wilkinson@msslworldwide.com>