



Applebee's(R) Announces FREE \$10 Bonus Gift Card With Purchase of Every \$50 in Applebee's Gift Cards

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Seventy-Eight Percent of Adults Say They Like to Receive Restaurant Gift Cards for Special Occasions; Applebee's Gift Cards Offer Value, Convenience, Choice AND a Holiday Bonus

LENEXA, KS, Nov 23, 2010 (MARKETWIRE via COMTEX) --

Giving and receiving in the neighborhood just got better this holiday season as Applebee's announces the return of a FREE \$10 Bonus Gift Card with the purchase of every \$50 in Applebee's Gift Cards. Applebee's Bonus Gift Cards are available only at participating Applebee's restaurants for a limited time.

"We're giving all guests who purchase \$50 in gift cards at Applebee's a \$10 holiday bonus," said Bridget Moen, senior brand manager, gift cards, Applebee's Services, Inc. "Treat your friends and family to a great meal in the neighborhood -- then pass along, or keep, the bonus card."

Restaurantnews.com recently reported that restaurant gift cards will be one of the most popular gift cards this season; in addition, the National Restaurant Association reports that 78 percent of adults say they would like to receive restaurant gift cards or certificates to their favorite restaurant on special gift occasions.

Applebee's Gift Cards are accepted at nearly 1,900 U.S. locations, have no expiration dates, no hidden fees (such as inactivity charges) and offer an easy way to check card balances online. Bonus Gift Cards will be available through Dec. 31, 2010 and are redeemable through Feb. 28, 2011.

"When you give Applebee's Gift Cards, you give the gift of value, convenience and choice," said Moen. "We have more locations than anyone else in casual dining and a menu full of great flavors and value."

For more information about Applebee's Gift Cards with Bonus Gift Cards, visit your neighborhood Applebee's or www.applebees.com.

About Applebee's

Applebee's (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Lenexa, Kan., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar(R) is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

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