



Applebee's(R) Says 'Thank You' to More Than 1 Million Veterans and Active Duty Military With a Free Meal on Veterans Day

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Military Members Gather at Applebee's to Unite With Friends, Swap Stories and Honor the Day

LENEXA, KS, Nov 12, 2010 (MARKETWIRE via COMTEX) --

Applebee's Neighborhood Grill & Bar (R) gave a heartfelt thanks to the nation's military yesterday as 1,024,000 veterans and active duty troops enjoyed a free meal in honor of Veterans Day.

Across the country, members of the military gathered at their neighborhood Applebee's to connect with fellow soldiers, swap stories and remember the sacrifices they made on behalf of our country. Neighborhoods came together as lines formed at 1900 Applebee's restaurants from coast to coast. This marked the third year Applebee's honored veterans and active duty military with a free meal.

"We are proud to serve America's heroes on this day of respect and remembrance," said Mike Archer, president of Applebee's Services, Inc. "It's an absolute honor to meet our nation's military, hear their stories and serve them a great meal -- on the house. It's a small gesture of thanks for all the sacrifices they've made on our behalf."

Military personnel could select from seven of Applebee's top menu items. The most popular item? Applebee's 7 oz. House Sirloin. More than 391,000 Veterans and Active Duty military enjoyed a steak on the house as thanks for their service. Additionally, Applebee's served 163,000 Bacon Cheeseburgers and 146,000 Double Crunch Shrimp meals.

Applebee's Facebook page included a virtual wall of honor where thousands of Americans posted messages of thanks to our military. Meanwhile, veterans and active duty military from World War II to Afghanistan posted messages of gratitude on the company's Facebook page, many sharing the sentiment that the day was not so much about free food, but about the opportunity to connect with fellow soldiers.

"That's what this day is about for us," said Archer. "Saying thank you to our neighbors who served and giving them a chance to connect."

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 is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

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