



Applebee's Shows You the Money

December 17, 2008

Casual Dining Restaurant Leader Gives Away \$5 Bonus Cards to Those Who Purchase Convenient, Easy-to-Redeem Gift Cards

LENEXA, KS, Dec 17, 2008 (MARKET WIRE via COMTEX News Network) -- In today's economy, wouldn't it be great to find a place where \$50 equals \$60 and \$75 equals \$90? Now you can -- Applebee's.

For a limited time, participating Applebee's restaurant locations are giving \$5 worth of bonus cards absolutely free to anyone who comes in and purchases gift cards in increments of \$25.

Purchasing gift cards in \$25 increments is a great way to take care of those hard-to-buy-for people on a holiday shopping list. And the free \$5 bonus cards that come with each \$25 gift card purchase are great to keep on hand for those last-minute gift needs (neighbors, teachers, babysitters), or just to treat yourself to a well-deserved, delicious meal or a relaxing glass of wine after the rush of the holidays is over.

Backed by a distinguished and reputable brand, Applebee's gift cards have no fees associated with them, never expire and can be redeemed in more than 1,900 locations across the United States and Canada (see restaurants for complete details on the \$5 bonus card program and gift cards).

"The importance of providing value has never been stronger than it is now considering these tough economic times," said Mike Archer, president - Applebee's Services, Inc. "Applebee's wants to build on the value we've always provided guests, so in addition to our great meals and refreshing beverages served in a fun and relaxing atmosphere, we're now giving consumers money back through our bonus card program."

Prefer to do your shopping online? Applebee's makes gift card buying -- and giving -- fast, convenient and personal. By visiting the gift card section on www.applebees.com, guests can select from several unique gift card designs, or choose to design their own personal gift card by uploading their favorite photo or adding a customized message directly to the card. Applebee's also makes it easy to mail the gift card by letting you choose from a variety of different greeting cards.

The \$5 bonus card program is offered only when regular gift cards are purchased in a restaurant location. But Applebee's makes it convenient to purchase gift cards by making them available at some of the nation's largest retailers, including Walgreens and Kroger grocery stores (a list of retailers can be found under the "Gift Card" section at www.applebees.com).

"Whether you personalize a gift card online or come to one of the thousands of retail chain locations to purchase them, Applebee's gift cards are an easy and rewarding experience for both the sender and the recipient," said Archer. "And now that you get a free \$5 bonus card for every \$25 gift-card purchase made at any of the nearly 2,000 participating Applebee's locations, it's also a great value which always helps make the holidays a little brighter."

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

<mailto:miles.mcmillin@applebees.com>