



## Applebee's(R) Says 'Thank You' to Veterans and Troops With a Free Meal on Veterans Day

October 12, 2011

### Applebee's Continues Tradition of Serving Free Meals to the Neighborhood's Real Heroes Each Year on Veterans Day

LENEXA, KS, Oct 12, 2011 (MARKETWIRE via COMTEX) -- In what has become a neighborhood tradition, Applebee's will again thank our nation's veterans and troops by inviting them to their neighborhood Applebee's for a free signature entree on Veterans Day, Friday, Nov. 11, 2011.

For the third year, Applebee's will salute our nation's military, hoping to top the 1,024,000 million free meals served last year from coast-to-coast. Since Applebee's first began thanking the military with a free meal, restaurants have served more than two million veterans and active duty military members on their day of remembrance and respect.

"We say 'Thank You' with a free meal but this day at Applebee's is really more about creating connections," said Mike Archer, president of Applebee's Services, Inc. "At every Applebee's on Veterans Day, military gather to share stories, meet up with old friends and make new ones. It's our favorite day of the year and we are honored to serve and thank them again this year."

Applebee's is offering a Veterans Day menu including some of its signature and favorite items, including the:

- 7 oz. House Sirloin
- Bacon Cheddar Cheeseburger
- Three Cheese Chicken Penne
- Chicken Tenders Platter
- Oriental Chicken Salad
- Fiesta Lime Chicken(R)
- Double Crunch Shrimp

Guests will need to provide proof of service, which includes: U.S. Uniform Services Identification Card, U.S. Uniform Services Retired Identification Card, Current Leave and Earnings Statement, Veterans Organization Card, photograph in uniform or wearing uniform, DD214, Citation or Commendation.

Offer is valid for Dine-in only. Traditional sides are included with the free entrees; 2 for \$20 appetizers, upgraded side items or extras, beverages, desserts and gratuity are not included.

For more information, guests should call their local Applebee's or visit [www.applebees.com](http://www.applebees.com).

About Applebee's

Applebee's has approximately 2,000 locations in 49 states, 15 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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