



Applebee's(R) Makes It Easy for Women to Bring Back 'Girl's Night Out' Using Facebook; Getting Together With Friends Is Now as Easy as Point and Click

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Visit Applebee's Facebook Fan Page to Schedule Your Next Girl's Night Out Event; Then Come Enjoy New Sizzling Entrees, Lower Calorie SkinnyBee(TM) Cocktails, and Share Your Photos for Chances to Win a \$50 Applebee's Gift Card

LENEXA, KS, May 09, 2011 (MARKETWIRE via COMTEX) -- With crazy calendars and obligation overload, women are finding it tougher than ever to schedule a weekly Girl's Night Out. Now Applebee's is making it easy to plan time together with its "Girl's Night Out" customized invitation on Applebee's Facebook Fan Page.

Beginning today through June 5, the Applebee's Facebook Fan Page allows guests to send a GNO invite, with time, date, Applebee's location -- and even a personalized message. Not only is scheduling a breeze, but the new tool, lets Applebee's Facebook Fans keep track of events they're hosting, attending, or both.

According to a poll of women on Applebee's Facebook Fan page, only 9 percent get together weekly with friends, while 34 percent responded "Never ... get me a drink fast."

While getting together, guests can enjoy the sights, sounds, smells and great tastes of new Sizzling Smokehouse Chicken Stack and Sizzling Cajun Steak and Shrimp. And for a guilt-free GNO, Applebee's features six entrees from its Unbelievably Great Tasting and Under 550 Calories(TM) menu as well as SkinnyBee cocktails, lower calories versions of the Margarita, Mojito and Long Island Iced Tea.

"Applebee's is convinced that girls STILL want to have fun, so we're doing all we can to make it easier to have 'girl time' happen at Applebee's," said Becky Johnson, senior vice president, marketing and culinary for Applebee's Services, Inc.

Plus, Applebee's is hosting a GNO Photo Contest. Upload pics from your event and Applebee's Facebook Fans will select their favorite. The top three vote-getters each week for the next four weeks will receive a \$50 Applebee's Gift Card.

Guests are encouraged to contact their favorite Applebee's for additional Girl's Night Out activities planned at their neighborhood.

About Applebee's

Applebee's (www.applebees.com) is the world's largest casual dining chain, with 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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MEDIA CONTACTS:

DFPR

Derek Farley:

704-941-7353

Email Contact

Tom Beyer:

480-358-8135

Email Contact

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