



Applebee's(R) Digital Gift Cards Provide a Personalized Solution for Last-Minute Mother's Day Shopping

May 4, 2011

Include Photos, Even Voice Messages With Applebee's Digital Gift Cards; Buy and Send Instantly 24/7 on Applebees.com and Applebee's Facebook Fan Page

LENEXA, KS, May 04, 2011 (MARKETWIRE via COMTEX) -- Applebee's is making it easy to get personal with Mom this year on Mother's Day with Applebee's Digital Gift Cards, which allow people to buy and send personalized electronic gift cards 24/7 online via Applebees.com and Applebee's Facebook Fan Page.

It's now possible to send a strategically timed gift that appears in your Mom's inbox or on her mobile device on Mother's Day that includes a photo of family and friends with an invitation to enjoy a special dining experience at Applebee's with a personalized voice message letting her know exactly how special she is.

"Giving the gift of Applebee's is always a sure thing and when you add your personal touch with a special photo and the voice of loved ones, it's a Mother's Day gift she'll never forget," said Bridget Moen, director, gift cards, Applebee's Services, Inc.

Applebee's Digital Gift Cards are the ultimate in convenience and allow gift givers to personalize the card with everything from a photo to a personally recorded message. They are perfect for last-minute shopping because they can be bought and sent instantly to a mobile device or email. Applebee's Digital Gift Cards can be bought and sent at www.applebees.com and on Applebee's Facebook Fan Page. Applebee's Digital Gift Cards are redeemable at nearly 1900 U.S. and Canadian Applebee's locations.

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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