



Applebee's(R) New Sizzling Skillet Entrees Are a Feast for the Senses

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Starting at \$8.99, Three New Entrees Deliver Sizzling Sounds, Steaming Sights, Mouth-Watering Smells and Flavorful Tastes

LENEXA, KS, Jun 24, 2010 (MARKETWIRE via COMTEX) --Fresh flavor never sounded so good. Applebee's(R) is serving up an unexpected flavorful lineup of crackling, hot and steamy Sizzling Skillet entrees.

Hot bubbling cheeses, caramelizing sauce, fresh steamed vegetables and choice of shrimp, steak and chicken on sizzling skillets give neighborhood guests what they're craving, at a price they can swallow. All of Applebee's new Sizzling Skillets start at \$8.99.

"From the kitchen to the table, fresh flavor never sounded, smelled, tasted or looked so good," said Executive Chef Shannon Johnson, CEC(R), who oversees development of all menu items at Applebee's.

Guests can tempt their senses with:

The Sizzling Asian Shrimp, which hosts a sizzling skillet of flame-grilled shrimp served over a flavorful bed of rice and an Asian vegetable medley of broccoli, red peppers, sugar snap peas, mushrooms and carrots. It's drizzled with a sweet-and-spicy sauce and topped with crispy wonton strips and cilantro.

The Sizzling Steak & Cheese which serves up Applebee's classic nine-ounce House Sirloin on a sizzling skillet with rich Italian cheeses, sauteed onions, mushrooms, and red and green peppers. It's served with garlic mashed potatoes.

Applebee's kicks up taste a notch with the Sizzling Chicken and Spicy Queso Blanco. Starting with a grilled seven-ounce chicken breast served over sauteed onions, and red and green peppers, it's smothered in spicy Queso Blanco, sprinkled with cilantro and served with a side of home-style fried potatoes -- all on a sizzling skillet.

"Casual dining guests are easily bored with the expected menu options, so we infuse surprising, bold flavors and combinations into our new menu creations," said Johnson. "For this menu launch, it's all about the sizzle."

The three new choices complement Applebee's Sizzling Skillet lineup of Bourbon Street Steak and Sizzling Fajitas.

About Applebee's Applebee's (www.applebees.com) is the world's largest casual dining chain, with more than 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 Services, Inc., and its affiliates franchise and operate restaurants under Applebee's Neighborhood Bar & Grill and are a DineEquity, Inc. (NYSE: DIN) brand.

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