



March Hoops Is One More Reason There's No Place Like the Neighborhood

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Ultimate Trio Appetizers, Neighborhood Game Watching and a Chance at \$1 Million

LENEXA, KS, Mar 12, 2010 (MARKETWIRE via COMTEX) -- Neighborhoods may disagree about which basketball team will take home the championship title, but everyone can agree that at Applebee's, great things come in threes: Ultimate Trios appetizers, live hoops action -- and a chance to win \$1 million.

Once brackets are announced on Sunday, March 14, hoops fans can enter to win \$1 million in the March Hoops Basketball Challenge at Applebee's by completing their men's college basketball brackets on www.applebees.com. There is no purchase necessary to enter or win.

After working up an appetite making basketball predictions, guests can enjoy Applebee's signature Ultimate Trios -- a mix and match full-size appetizer featuring more than 200 combinations of bar and grill favorites, like Wonton Tacos, Boneless Buffalo Wings, Cheeseburger Sliders, Spinach & Artichoke Dip and Mozzarella Sticks. In addition to great game food, each of Applebee's 2,000 restaurants offer ample bar seating and plenty of flat screen televisions to catch all the hardwood action.

The \$1 million online contest will open after the tournament brackets are announced via national telecast on Sunday, March 14. Entrants must make all picks before the published cutoff time on the selection pages. Players can make their picks round-by-round, join and create groups with friends, post to a message board, find stats on teams, upload fan photos and videos, and follow their picks and points history.

An eligible player who correctly picks all 63 games will win \$1 million. Up to three, \$10,000 cash prizes could be awarded to eligible fans who pick 61 or 62 games in the contest correctly, and up to five \$1,000 cash prizes could be awarded to eligible fans who pick 60 games in the contest correctly.

Fan us on facebook and follow us on twitter for updates.

The official rules will be available online when the contest opens.

About Applebee's Services, Inc. Applebee's Services, Inc. (www.applebees.com) and its affiliates franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and are a DineEquity, Inc. (NYSE: DIN) brand. There are more than 2,000 Applebee's restaurants operating system-wide in 49 states, 16 countries and one U.S. territory.

SOURCE: Applebee's Services, Inc.