



## **Applebee's Names Dawn Bullen Vice President of Marketing**

January 19, 2010

### **Experienced Marketing Executive to Oversee Advertising, Media Planning**

LENEXA, KS, Jan 19, 2010 (MARKETWIRE via COMTEX) -- Applebee's Services, Inc. announced today that Dawn Bullen has been named vice president, marketing. Bullen brings 18 years of experience to Applebee's, where she will be responsible for all national marketing, advertising, media planning and buying as well as neighborhood activation. Bullen will report to Rebeca Johnson, senior vice president, marketing and culinary.

Before joining Applebee's, Bullen was senior vice president at Macy's, where she helped successfully re-launch the brand while developing the first national media and marketing strategy for the company. Bullen also served as director of media and integrated marketing for Toys "R" Us. For eight years, she led the marketing and media execution for this global icon, overhauling the company's brand marketing and developing more consumer-centric media strategies.

Previously, she served as the marketing director for Disney Parks and Resorts based in New York City, where she managed the Disney Cruise Line and Walt Disney World's Northeast regional office. She was responsible for integrated consumer marketing initiatives for these two critical Disney properties throughout the Northeast region, which accounted for 30 percent attendance globally.

"Dawn's strong retail background will be a tremendous asset as we build out our traffic-driving initiatives," said Johnson. "Her rich experience and deep knowledge base lend themselves perfectly to our efforts to continually build our brand."

Bullen earned a business administration degree from University of Washington.

About Applebee's Services, Inc.

Applebee's Services, Inc., and its affiliates franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and are a DineEquity, Inc. (NYSE: DIN) brand. As of September 30, 2009, there were 2,002 Applebee's restaurants operating system-wide in 49 states, 15 international countries and one U.S. territory, of which 399 were company-owned. Additional information on Applebee's can be found on the company's Web site at ([www.applebees.com](http://www.applebees.com)).

#### **Forward-Looking Statements**

There are forward-looking statements contained in this news release. They use such words as "may," "will," "expect," "believe," "plan," or other similar terminology. These statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results to be materially different than those expressed or implied in such statements. The Company cautions evaluation of such forward-looking information in the context of factors discussed from time to time in the news releases, public statements and/or filings by the Company's parent, DineEquity, Inc., with the Securities and Exchange Commission, especially the "Risk Factors" sections of Annual and Quarterly reports on Forms 10-K and 10-Q. Forward-looking information is provided by the Company pursuant to the safe harbor established under the Private Securities Litigation Reform Act of 1995 and should be evaluated in the context of these factors. In addition, the Company disclaims any intent or obligation to update these forward-looking statements.

SOURCE: Applebee's Services, Inc.