



Veterans and Active Duty Military Eat Free at Applebee's(R) on Veterans Day

November 9, 2009

Applebee's to Thank and Serve Military Coast to Coast

LENEXA, KS, Nov 09, 2009 (MARKETWIRE via COMTEX) -- Applebee's is saying thank you to the nation's veterans and active duty military by inviting them to enjoy a free entree on Veterans Day, Wednesday, Nov. 11, 2009.

"We know this is a special day for our military," said Mike Archer, president, Applebee's Services Inc. "We look forward to serving our troops, past and present, as they connect with family and friends, and to express how much we appreciate their service, their sacrifice and their patriotism."

The special Applebee's Veterans Day menu includes an entree for veterans and active duty military:

- Three-Cheese Chicken Penne
- Fire Pit Bacon Burger
- Fiesta Lime Chicken(R)
- Chicken Tender Platter
- 7 oz. House Sirloin
- Oriental Chicken Salad

Guests will be asked to show proof of service, which includes: U.S. Uniform Services Identification Card, U.S. Uniform Services Retired Identification Card, Current Leave and Earnings Statement, Veterans Organization Card, DD214, citation or commendation, photograph in uniform or wearing uniform.

For more information about Veterans Day at Applebee's, visit www.applebees.com/vetsday.

A complete listing of all Applebee's neighborhood locations is available at www.applebees.com.

About Applebee's Services, Inc.

Applebee's Services Inc., and its affiliates, franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and is a DineEquity, Inc. (NYSE: DIN) brand. As of June 30, 2009, there were 1,994 Applebee's restaurants operating system-wide in 49 states, 16 international countries and one U.S. territory, of which 400 were company-owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

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