



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

October 20, 2009

Applebee's to Thank and Serve Military Coast to Coast

LENEXA, KS, Oct 20, 2009 (MARKETWIRE via COMTEX) -- Applebee's is saying thank you to the nation's veterans and active duty military by inviting them for a free entree on Veterans Day, Wednesday, Nov. 11, 2009.

In recognition of their service to our country, the nation's military is invited to mark their day of honor with fellow veterans, service men and women, friends and family at any of the nearly 1,900 Applebee's restaurants nationwide.

"Applebee's is honored to serve those who serve our country," said Mike Archer, president of Applebee's Services, Inc. "It's our way of saying thank you to the men and women who keep our 'neighborhoods' safe. They are America's real heroes."

Last year, a limited number of Applebee's restaurants tested offering the military a free meal on Veterans Day. Because the response was so positive, every U.S. restaurant is extending the invitation this year.

Among the comments guests shared after last year's Veterans Day:

- "It's been 30 years since I have been out of the military and this is the first gesture of appreciation by anyone that I have ever received. Thank you." - Former SGT. USMC
- "We took our favorite veteran (my 88-year-old dad, WWII USAAC vet, Retired Army Reserve Lt. Col.) out to lunch today... Dad was wearing his WWII Veteran ball cap. Our waitress today has a son over in Iraq right now, and another customer came over to say hello and thank my dad for his service. This other man was a Korean War vet who has a granddaughter serving in Iraq as a Marine. It made for a very special Veterans Day for my dad." - Epping, NH
- "My dad is my hero! He served his country bravely in Vietnam. He served so that people like me would never be forced to do so! And today, HE was served by YOU! THANK YOU for taking care of my hero today! Thank you for taking care of my dad!" - Bethel Park, PA

Military personnel will be able to choose an entree from six menu favorites.

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, 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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SOURCE: DineEquity, Inc.