



Football Fans Rejoice! Applebee's Is Serving Up Game-Day Food and Fun!

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Fall Football Lineup Includes Parties, Food and Drink Specials and the Ultimate Game-Day Watching Experience With DirecTV(R) Packages at Participating Applebee's

LENEXA, KS, Sep 10, 2010 (MARKETWIRE via COMTEX) --

Trash talking and rivalries. Bragging rights and friendly bets. Upsets and underdogs. Football is back! And Applebee's guests can enjoy parties, great food and drink specials, along with game-day promotions at their neighborhood restaurant.

Neighborhood Applebee's restaurants are the ultimate football-watching venue. With ample seating, plenty of high-definition, flat screens -- and DirecTV football packages at participating locations -- Applebee's is the place to catch all the Thursday through Monday gridiron action.

"If you have football fever, your neighborhood Applebee's has the cure," said Mike Archer, president, Applebee's Services, Inc. "With great food, great drinks and great ambience, Applebee's restaurants are the perfect place to catch your favorite team's action."

Applebee's game-day fare includes Ultimate Trios, offering more than 200 combinations of guests' favorite appetizers, Applebee's Realburgers(R) from Across America and Double-Glazed Baby Back Ribs. Many groups opt for something from the 2 for \$20 menu featuring a generously sized shared appetizer and two classic meals.

"Applebee's has great football watching food that you won't find at even the best tailgate party. Some of my favorites include Queso Blanco, the Cowboy Realburger and Wonton Tacos," said Applebee's executive chef, Shannon Johnson, CEC. "They are even better with a cold Brewtus(R) or Main Street 'Rita(R)."

Applebee's has long been a sponsor of college and professional football and ESPN's Chris Berman can be seen in some of Applebee's national commercials this fall.

Check with your local Applebee's for specific game-day hours, specials and broadcast schedule.

About Applebee's Applebee's (www.applebees.com) is the world's largest casual dining chain, with 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 Grill & Bar(R) and are a DineEquity, Inc. (NYSE: DIN) brand.

SOURCE: Applebee's Services, Inc.