



Applebee's(R) Introduces Three New Weight Watchers(R) Endorsed Entrées; Applebee's and Weight Watchers Ink Extension to Restaurant Partnership

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Applebee's Offers Weight Watchers-Endorsed Dishes Featuring Steak, Shrimp and Chicken - all 12 PointsPlus(R) value or less

KANSAS CITY, Mo., Feb 22, 2012 (BUSINESS WIRE) --Applebee's and Weight Watchers are celebrating their continued partnership with the introduction of three new entrees, each featuring a full portion of steak, shrimp or chicken. Recently, the two organizations, whose agreement began in 2004, extended their partnership.

Applebee's is the only national restaurant chain to feature Weight Watchers-endorsed menu selections.

The three new Weight Watchers dishes are:

- **Creamy Parmesan Chicken (Weight Watchers *PointsPlus* value: 12):** Applebee's juicy grilled chicken breast with creamy au gratin Parmesan sauce, served with steamed spinach and mushroom rice pilaf.
- **Grilled Jalapeno-Lime Shrimp (Weight Watchers *PointsPlus* value: 8):** A hearty portion of grilled chipotle lime shrimp and black bean corn salsa tossed with lime juice and chopped cilantro, served on a mix of grilled zucchini, marinated tomatoes, onions & red peppers with steamed white rice.
- **Cabernet Mushroom Sirloin (Weight Watchers *PointsPlus* value: 12):** Applebee's 7 oz. grilled House Sirloin with sautéed Portobello mushrooms & onions in a Napa Valley Cabernet sauce with steamed herbed potatoes and garlic broccoli.

"Weight Watchers is excited to continue working with Applebee's to provide these three new endorsed menu items," said Dave Burwick, President, North America of Weight Watchers International. "These flavorful and satisfying items are a great way for Weight Watchers members, or anyone seeking better for you options, to easily make healthier decisions while dining out."

Nearly three-quarters of consumers say they are trying to eat healthier now at restaurants than they did two years ago, and a majority of restaurants agree that customers are ordering more such items, according to the National Restaurant Association's 2012 Restaurant Industry Forecast, released earlier this month.

"Applebee's continues to give our guests what they want: smarter choices that taste great," said Mike Archer, president of Applebee's Services, Inc. "For guests who are Weight Watchers members, as well as those looking for smarter options, these new Weight Watchers dishes deliver."

All three Applebee's selections feature *PointsPlus* values assigned through Weight Watchers *PointsPlus* program, which goes far beyond traditional calorie counting to give people the edge they need to lose weight and keep it off in a fundamentally healthier way.

About Applebee's

Applebee's (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Kansas City, Mo., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar(R) is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

About Weight Watchers International, Inc.

Weight Watchers International, Inc. is the world's leading provider of weight management services, operating globally through a network of Company-owned and franchise operations. Weight Watchers holds over 45,000 meetings each week where members receive group support and learn about healthy eating patterns, behavior modification and physical activity. WeightWatchers.com provides innovative, subscription weight management products over the Internet and is the leading Internet-based weight management provider in the world. In addition, Weight Watchers offers a wide range of products, publications and programs for those interested in weight loss and weight control.

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