



Applebee's(R) Selects New Agency of Record to Accelerate Performance, Build on Momentum

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Crispin Porter + Bogusky selected for innovative vision and captivating creative

KANSAS CITY, Mo., Mar 01, 2012 (BUSINESS WIRE) --Applebee's Neighborhood Grill & Bar(R) announced today that it has selected Crispin Porter + Bogusky (CP+B) as its U.S. agency of record.

The world's largest casual dining chain selected CP+B for its breakthrough creative style, proven ability to deliver added relevance to big brands and passion for driving results. The new agency will help accelerate the momentum Applebee's has built around its brand.

"This will be a powerful partnership," said Becky Johnson, Applebee's senior vice president, marketing and culinary. "Applebee's is an iconic brand and CP+B is known for its ability to make big brands even more compelling. They offer exactly what we're looking for: a business partner that values innovative ideas and bold execution. They're just the agency to help us bring our neighborhood story to life in a fresh and relevant way."

"Applebee's is a great American brand. They invented casual dining as we know it. This is a huge and exciting opportunity to collaborate with them on their newest chapter," said Andrew Keller, CEO, CP+B.

CP+B is well experienced working with large, global retail brands. The firm's client list includes Microsoft, Best Buy, Domino's Pizza, Kraft, American Express, Old Navy and Coke Zero. The agency carries the distinction of winning the Grand Prix at the Cannes International Advertising Festival in every major category. CP+B, Boulder, Colo., will serve as Applebee's lead agency for all integrated marketing communications. This partnership does not impact the brand's media agency, Universal McCann.

"CP+B excels at helping consumers see long-standing, highly-respected brands in a new and captivating way," said Johnson. "They help capture the essence behind beloved brands."

Applebee's previous agency was McCann Erickson, New York.

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.



SOURCE: Applebee's

Applebee's

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