



Applebee's(R) Thank You Movement Brings 1,200 Pounds of Thanks to Veterans

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Applebee's Team Members Deliver 101,000 Thank You Cards to Disabled American Veterans; Applebee's Thank You Movement now 2.6 Million Strong

KANSAS CITY, Mo., May 02, 2012 (BUSINESS WIRE) --As part of the Applebee's [Thank You Movement](#), Applebee's team members kicked off Military Appreciation Month yesterday with the delivery of 101,000 Thank You cards - 1,200 pounds of thanks - to the nation's military.

Applebee's guests and team members personalized the cards at nearly 1,900 U.S. restaurants. Applebee's team members then delivered the cards in person to veterans at the headquarters of Disabled American Veterans (DAV) in Cold Spring, Ky.

DAV, a non-profit partner of Applebee's, will distribute the cards to veterans and troops to ensure that each heartfelt expression of thanks is presented to a real American hero. DAV has worked to improve the lives of veterans and their families for more than 90 years and will deliver these messages of thanks through its range of programs, services and publications.

The card delivery is part of the Applebee's Thank You Movement, an ongoing initiative to collect millions of thanks for U.S. veterans and active duty military. So far, the movement has collected more than 2.6 million thank you texts, posts and videos. Military personnel can visit www.thankyoumovement.com to see and hear the genuine thanks from the grateful nation they serve.

"We are proud to provide 101,000 examples of how Applebee's and its guests feel about the men and women of our military," said Mike Scanlon, chief executive officer of Thomas & King, which operates 88 Applebee's in five states. "Just as we benefit from our nation's military every day, we want our veterans and troops to feel appreciated every day. The Applebee's Thank You Movement makes that happen."

The Thank You Movement is a natural extension of Applebee's support of veterans and troops. Since 2009, Applebee's, the world's largest casual dining restaurant chain, has served more than 3 million free thank you meals on Veterans Day.

For more information, visit www.applebees.com and www.thankyoumovement.com

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

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