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Denny's First Ever Super Bowl Ad Takes a Humorous Shot at Competitors

Ad Highlights Real Breakfast for Consumers

SPARTANBURG, S.C., Jan 26, 2009 (BUSINESS WIRE) -- Denny's (NASDAQ:DENN) first ever Super Bowl ad, developed and produced by San Francisco based, Goodby, Silverstein & Partners, takes a humorous shot at its competitors' "candy breakfasts." The thirty second spot named "Thugs" is scheduled to air during the third quarter of the game. The spot is part of the next evolution of Denny's "Real Breakfast" campaign which touts their famous Grand Slam through scenarios in which "Cowboys" and "Thugs" are served pancake breakfasts drowning in sugary whipped cream, jelly beans and other assorted candy.

"We know there is stiff competition out there," notes Mark Chmiel, Chief Marketing Officer, Denny's. "So we are highlighting our points of differentiation.....real, serious breakfast that tastes great. Using humor, we are reminding breakfast lovers that we are the go-to restaurant for America's best breakfast. The Super Bowl is the perfect platform that will allow us to do that."

The underlying communications objective of the campaign is to rekindle awareness of, and passion for, the great real breakfast available at Denny's. The essence of the strategy is to inject humor by making fun of the ridiculously sweet, candy-like pancakes featured at many restaurants that promote their breakfast menu. The spots ask the question "isn't it time for a serious breakfast?" and remind viewers of the high quality, heartiness, and good value of the famous Grand Slam breakfast offered at Denny's.

In addition to airing on the Super Bowl, the TV spots - with voice-overs provided by Burt Reynolds - will air widely on national network and cable television. The campaign is a multi-media effort and will extend into print, radio, outdoor billboards, Internet, and in-store merchandising.

The version of the spot that will air on the Super Bowl will include a surprise ending that will contain a special message that is sure to surprise and delight millions of Americans.

Goodby, Silverstein & Partners was named "Agency of the Year" by both Advertising Age and AdWeek magazines last year and also won more Gold Effies (the American Marketing Associations awards for advertising effectiveness) for their clients than any other agency. GS&P has a long history of creating successful Super Bowl commercials.

The commercial was directed by The Perlorian Brothers, the Canadian duo behind several of this year's funniest commercials.

About Denny's

Denny's is one of America's largest full-service family restaurant chains, with more than 1,500 locations. For more than 50 years, Denny's has been serving up real breakfast 24/7. Home of the famous Grand Slam® breakfasts, Denny's provides a variety of flavorful food and beverage choices. For more information on Denny's, please visit www.dennys.com.

About Goodby, Silverstein & Partners

Goodby, Silverstein & Partners, a unit of the Omnicom Group, is one of the world's most respected and most awarded advertising agencies. Founded in 1983, the company is based in San Francisco and has 535 employees serving a broad array of national and international accounts. For more information on GS&P, please visit www.gspsf.com.

SOURCE: Denny's

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