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Denny's Feeds America

Denny's Super Bowl Ad Invites Americans to Enjoy a Free Grand Slam(R) Breakfast on Tuesday, February 3; Unprecedented Offer for a Sit-Down Restaurant in the US

SPARTANBURG, S.C., Feb 02, 2009 (BUSINESS WIRE) -- At the end of their humorous Super Bowl ad that poked fun at their competitor's "candy" breakfasts, Denny's (NASDAQ: DENN) surprised millions of Americans by offering a FREE Grand Slam® breakfast to anyone who visits their restaurants across America between 6am and 2pm on Tuesday, February 3. Denny's Super Bowl ad, broadcast in the third quarter of the game, was seen by millions of viewers in the US. The company anticipates that up to two million consumers will take advantage of the free Grand Slam® offer.

"The Grand Slam has always been a Denny's favorite," says Nelson Marchioli, CEO, Denny's. "This free offer is our way of re-acquainting America with Denny's real breakfast and with the Denny's brand. You don't know the real Denny's unless you've been in our restaurants lately, experiencing the quality of our new menu items and our service first-hand."

Denny's free Grand Slam® offer kicks off the brand's 'Year of the Grand Slam.' Introduced in 1977, the Grand Slam® breakfast is one of Denny's best-known and best-selling products. (Inspired by one of America's favorite pastimes, the breakfast features pancakes, eggs, bacon strips and sausage links - two of each. Denny's sells over 12,500,000 Grand Slams a year.)

Consumers who take advantage of the Denny's free offer will get another great surprise: A bounceback coupon booklet that will give guests great deals, including offers for additional free menu items with purchases. Also, in conjunction with the free Grand Slam® on Tuesday, Denny's guests will be able to "Slam It Up" by adding any two additional items for 99 cents each.

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.

SOURCE: Denny's

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