



Welcome to America's Diner

April 1, 2009

Denny's Fed America, in More Ways Than One: Now the Company Asks Americans to Come Back to Give Back...on Denny's

How Two Eggs, 2 Pancakes, 2 Sausage and 2 Strips of Bacon Helped Fill Our Fellow Americans with Hope in This Troubled Economy

SPARTANBURG, S.C.--([BUSINESS WIRE](#))--In what began merely as an attempt to reacquaint the Denny's brand with Americans and to get Denny's back into consumers' minds in the competitive breakfast arena, Denny's offered a Free Grand Slam breakfast to anyone who showed up on February 3rd. Consumers were made aware of the offer in an unprecedented Super Bowl commercial.

"Denny's was absolutely blown away by the tens of thousands of emails and phone calls we received from customers thanking us for our generosity at a time when stories of corporate greed scream from the headlines. The stories we heard made us literally cry... they were so moving," says Denny's CEO Nelson Marchioli. "This marketing project turned into an almost spiritual awakening for all of us...we had no idea how badly Americans needed this."

Americans told Denny's that they were thankful, grateful, in need, and would definitely be back soon. We are sharing just a few of the heart-felt comments from fellow Americans:

"Thank you so much for helping your fellow man. I will always

look to dine in your restaurants from now on. I love you. God Bless."

"I hope other major companies follow suit as this is exactly the type

of thing we need to restore confidence in our country. I'll be there in

the future as you won over at least one new customer and hopefully

millions more."

"My husband and I have not really gone out to eat since we both lost

our jobs. It was a real treat to spend some extra time with my family

and not have to cook or clean any dishes. Thanks."

"I was just laid off from my job, and with the economy the way it is,

it is very difficult to take our family of four out to breakfast. This was

a wonderful treat that meant a lot more to us than a free meal. I cannot

thank you enough for being so kind and generous."

"I can think of no more noble a campaign than feeding people a good hot

meal. I am one of the millions of Americans who are currently unemployed

and therefore, it meant more than a free meal - it meant someone in corporate America cares about people."

"I hope that your small offering of kindness spreads across the country."

Feeding two million people at their more than 1500 restaurants felt so good, Denny's wanted to help Americans pay the good deed forward: Come back with a friend on April 8, 2009 from 6 am until 2 pm, order a Grand Slam and Denny's will feed your friend their brand new Grand Slamwich for free. Mark Chmiel, Denny's Chief Marketing & Innovation Officer elaborates, "We invite you to bring a friend...anyone who could use a hug, a smile, a lift, a free meal...I'm sure everyone knows someone who they want to pass Grand Slam kindness onto." It's a random act of kindness the company hopes will spread across the country.

"Denny's guests said they would be back, so we invite them back, to give back... on us," says Marchioli. "This is a win win...it's good for Denny's and America. This marketing effort fosters trial of our brand new Grand Slam product, the Grand Slamwich, and it once again helps people who could use some good news right now. We want to continue to connect with today's consumers who we know have lots of choices and limited dollars...we want there to always be a reason to visit Denny's."

Normally priced at \$4.99 and served with hash browns, the Grand Slamwich offers a lot: scrambled egg, seasoned sausage, crispy bacon, shaved ham, mayonnaise and American cheese grilled on potato bread with a maple spiced spread. This new breakfast sandwich finally provides breakfast lovers with a portable and affordable "real breakfast" solution to the processed manufactured breakfasts of its competitors. Denny's flagship and adored Grand Slam is now portable.

Americans will be invited to feed a friend complements of Denny's at the end of a new Grand Slamwich commercial which begins airing April 2 and includes prime placement during the NCAA basketball championship game on April 6.

About Denny's

Denny's is America's largest full-service family restaurant chain, 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.

Denny's continues its strategy of rolling out real breakfast option for consumers. The new breakfast sandwich provides breakfast lovers with a portable and affordable "real breakfast" solution to the processed manufactured breakfasts of its competitors. Denny's flagship and adored Grand Slam is now portable.

The Grand Slamwich® is portable and easy to eat on the go, this brand treasure is the right size at a value price. All the flavor of Denny's popular classics wrapped up in a new portable and affordable way.

The Grand Slamwich® is one scrambled egg, sausage, crispy bacon, shaved ham, mayonnaise and American cheese on potato bread grilled with a maple spice spread. Served with crispy hash browns. \$4.99 in most markets.

The Grand Slam® Breakfast is one of Denny's best-known and best-selling entrees. The Grand Slam® was introduced in 1977, setting a new standard in breakfast dining by offering a complete meal. Inspired by one of America's favorite pastimes and named for the baseball play, the breakfast features pancakes, eggs, bacon strips and sausage links – two of each.

The Super Grand Slamwich® is two scrambled eggs, sausage, crispy bacon, shaved ham, mayonnaise and America cheese on potato bread grilled with a maple spice spread. Served with crispy hash browns. \$6.99 in most markets.