



Welcome to America's Diner

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Rascal Flatts Serves up "Unstoppable Breakfast" at Denny's

New Allnighter Rockstar Menu Features Good Charlotte, Gym Class Heroes and Sum 41

SPARTANBURG, S.C., Jun 16, 2009 (BUSINESS WIRE) -- Denny's Corporation (NASDAQ: DENN) and multi-platinum country music group, Rascal Flatts, introduce the next big late-night dining option with the Unstoppable Breakfast. Named after its latest hit album, Rascal Flatts' Unstoppable Breakfast headlines the newest Denny's Rockstar menu, along with items from the cutting-edge rock bands Good Charlotte, Gym Class Heroes and Sum 41. The Rockstar menu presented by Dr Pepper is part of Denny's ongoing Allnighter program, a sub-brand launched last spring that provides young, late-night guests with shareable food in a cool dining atmosphere from 10 p.m. to 5 a.m.

"Denny's has a heritage for serving late-night meals to bands and music fans dating back to the 1950s, and the Rockstar menu is a great way to celebrate that history," said Mark Chmiel, chief marketing and innovation officer for Denny's. "Bands from the two previous Rockstar menus really enjoyed working with our chef to create premium items that not only reflected their personalities but tasted great. Rascal Flatts, Good Charlotte, Gym Class Heroes and Sum 41 are continuing the trend of providing Denny's customers with exciting late-night dining options through the third Rockstar menu."

Recognized for pushing the limits of country music since forming Rascal Flatts in 1999, Gary LeVox, Jay DeMarcus and Joe Don Rooney took that spirit into the Denny's kitchen with Chef Andrew Dismore to build arguably the heartiest breakfast around. Rascal Flatts' Unstoppable Breakfast is a biscuit topped with country-fried steak, eggs (guest's choice), American cheese, country gravy and three strips of bacon, served with a side of hash browns.

"After spending many late-nights eating at Denny's after shows, we jumped at the chance to create a dish customers will really enjoy," said LeVox. "Like Denny's, we work very hard to provide our fans with a high-quality product at a fair price, so naming our breakfast after our current album, 'Unstoppable' made perfect sense. We put our hearts and souls into recording the album and the same can be said for the 'Unstoppable Breakfast;' this is just the kind of meal we're looking for after a show, and we think our fans at Denny's will enjoy it."

The new Rockstar menu, with items starting at \$3.99 will be available in Denny's on June 23.

Other Rockstar menu features include:

- **Good Charlotte's Band of Burritos** - Twins Joel and Benji Madden, founders of Good Charlotte, created a pair of burritos distinguished only by the primary ingredients. Both the Boca[®] Burrito and Smoked Chicken Burrito feature shredded cheese, sliced mushrooms, fire-roasted peppers and onions, and spicy mayo. The dishes are served with tortilla chips and ranch dressing.
- **Gym Class Heroes' After School Special** - A cross between rock, rap and hip-hop, the band's ability to cohesively combine a variety of genres is evident in the After School Special, which is Texas toast topped with hash browns, a fried egg, shredded cheese, bacon, and fire-roasted peppers and onions. The dish is served with hash browns and a side of Ranchero country gravy.
- **Sum 41's The Sumwich** - Sum 41's Canadian roots can be found in The Sumwich; French toast sandwich filled with ham, cheddar cheese and eggs (guest's choice) and sprinkled with powdered sugar. The multi-flavor meal is enhanced by hash browns and a side of syrup for dipping.

Past Denny's Rockstar menus have featured The Hooburrito (Hoobastank), Plain White Shake (Plain White Ts), Melty Grilled Chicken and Sausage Quesadilla (Taking Back Sunday), Taking Back Bacon Burger Fries (Taking Back Sunday), and The Great Eggsteak (Boys Like Girls).

"The Allnighter program is a commitment to our late-night customers that Denny's will always be a comfortable place they can go for high-quality, affordable food," said Chmiel. "The bands, current and past, involved with the Rockstar menu have been invaluable in helping Denny's demonstrate this commitment. The bottom line is that the Rockstar menu, in conjunction with the entire Allnighter program, allows us to effectively complement the overall Denny's 'Good Friends, Good Value' proposition during late-night."

The Denny's Allnighter program also features the Adopt-A-Band initiative, which not only provides up-and-coming bands with

free meals, but allows fans to hang out and spend personal time with bands following concerts at predetermined Denny's locations. In fact, these late-night Adopt-A-Band parties often become extensions of a concert through impromptu acoustic jam sessions. To date, more than 30 bands including Katy Perry, Saving Abel, and Forever the Sickest Kids have benefitted through Denny's Adopt-A-Band program.

For more information on the Allnighter program including the new Rockstar menu and Adopt-A-Bands, please visit www.dennysallnighter.com.

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 Corporation

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