



Welcome to America's Diner

July 14, 2009

A Summer to Remember: Denny's to Give Away over 40 Trips to the Bahamas in Its Grand Slam Bahamas Vacation Getaway Beginning July 14

The Brand That Gave Away Millions of Free Meals to Thankful Americans Continues to Reward Customer Loyalty

SPARTANBURG, S.C., Jul 14, 2009 (BUSINESS WIRE) -- 42 lucky customers who eat at Denny's (NASDAQ:DENN) this summer will leave not only with a great meal but with a trip for two to the Bahamas for a five night/six day stay at the Wyndham Nassau Resort & Crystal Palace Casino. It's all part of Denny's fun summer Grand Slam Bahamas Vacation Getaway promotion at participating Denny's beginning July 14. Customers will know they have won after receiving a scratch-off card from their server and then entering the card's unique code on the microsite, www.GrandSlamBahamas.com. Along with the customers who walk away with the opportunity to win free trips, Denny's, in a show of its familiar generosity and complete appreciation of its employees, will also give away free trips to eight hard-working servers at the end of the promotion.

"The Denny's Grand Slam Bahamas Vacation Getaway is our way of showing our continued appreciation for our customers and employees," says Mark Chmiel, Chief Marketing Officer of Denny's. "This is a fun way for our customers to not only enjoy their meal but know they may get a little extra after leaving the restaurant, because even if they don't win a Bahamas travel package, they will win a free food or beverage item on their next trip to Denny's."

The Denny's Grand Slam Promotion will work this way: Servers inform guests if they buy an entrée and add on a signature beverage, pancake puppies, soup, salad, or dessert on to their order, they will receive a scratch-off game card. The scratch-off game card is composed of two parts: Scratch-off instant win food and beverage prizes that are good on the customer's next visit and an Online Game Grand Prize scratch-off revealing a unique code for a chance to win a trip for two to the Bahamas (includes hotel, airfare, \$100 in Free Play Casino Cash and two rounds of golf). There are 42 Grand Prize trips for two to the Bahamas. Guests will enter their code at www.GrandSlamBahamas.com to tell them if they've won.

For each Denny's restaurant the eight servers who sell the most qualifying items at the end of the promotion will be eligible to win a trip for two to the Bahamas. Additionally, eight I-Pod Shuffles, 20 \$50 Wal-Mart Gift Cards and 40 Coca-Cola Branded Prizes will be given away.

"The Denny's Grand Slam Bahamas Vacation Getaway is a win-win for us, our customers and our employees," adds Chmiel. "We are committed to making sure Denny's visitors have an enriching experience and our employees know that they are valued. This event is the perfect opportunity to accomplish both goals."

The Denny's Grand Slam Bahamas Vacation Getaway will begin on Tuesday, July 14, 2009 and will end on Monday, August 31, 2009. All free food and beverage prizes must be redeemed by September 30, 2009, and the online game must be played by 11:59 p.m. on September 30, 2009.

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.

SOURCE: Denny's

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