



Welcome to America's Diner

July 15, 2009

Denny's Celebrates Diversity Commitment With \$100,000 Donation To The NAACP To Support Youth Achievement Programs

Partnership supports academic and social development of young people.

Spartanburg, SC – July 15, 2009 – Denny's [NASDAQ: DENN], America's largest full-service family restaurant chain, announced it will present a \$100,000 check in celebration of the company's dedication to diversity on July 16, 2009 at the NAACP Convention in New York. Denny's will serve as the lead sponsor of the NAACP's youth achievement programs, which will impact nearly 50,000 young people throughout the country. The donation is a reflection of Denny's continued support of the NAACP's commitment to help government and business leaders understand how people working together can ensure social justice and build a great nation for everyone.

"It is our honor to support the valuable mission of the NAACP and their continuing efforts to raise broad awareness of the value of a truly inclusive society," said Nelson Marchioli, Denny's CEO. "At Denny's we are committed to education and helping individuals from diverse backgrounds achieve academic success during their educational pursuits. We believe that education represents the path to a better life for all people and for all communities."

To compliment Denny's dedication to building strong families, promoting community service and advancing educational opportunities, and continue the company's support of youth achievement and school partnerships, the sponsorship will support significant NAACP youth achievement programs. They include ACT-SO, the Afro-Academic, Cultural, Technological and Scientific Olympics, which inspires and encourages young people of African descent to pursue excellence in the arts, sciences, mathematics, humanities and entrepreneurship, and Back-to-School/Stay-in School, which provides students K-12 with academic and social support required to complete high school.

"Since its early days of transformation, Denny's has become a model corporate citizen in advancing diversity and inclusiveness," said Dwight C. James, Executive Director of the NAACP's South Carolina State Conference. "Their commitment has aided our efforts to promote leadership and academic achievement for youth....across South Carolina."

Denny's investment will help increase the impact of youth achievement programs by helping to promote and market the ACT-SO and Back to School/Stay in School programs in local markets and to assist in creating general awareness and recruitment of participants and volunteers.

"This generous donation will open up an array of opportunities to hundreds of young people," said Benjamin Todd Jealous, President and CEO of the NAACP. "We appreciate Denny's confidence in us, and in the youth who will make the most of this opportunity."

"Denny's and the NAACP's relationship historically and presently is an example of how out of crises even adversaries can build a partnership. Denny's is now a model company that is able to address problems proactively and react swiftly," added Reverend Nelson B. Rivers, III, Vice President of Stakeholder Relations, NAACP.

Denny's also served as the sponsor and presenter at ACT-SO's awards ceremony during the NAACP Convention at the New York Hilton Hotel on July 12, 2009. As part of the ACT-SO initiative, talented young people from a wide array of disciplines throughout the country compete in nearly 200 local competitions in a yearlong enrichment program. The program provides a forum through which African American youth demonstrate academic, artistic and scientific prowess and expertise, often gaining recognition reserved for entertainers and athletes.

To learn more about Denny's Diversity Initiatives or Denny's Corporation, please visit www.dennysdiversity.com or www.dennys.com.

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