



Welcome to America's Diner

August 24, 2009

Denny's Expands Better For You Kids Menu Options

SPARTANBURG, S.C., Aug 24, 2009 (BUSINESS WIRE) -- To promote healthy eating and active lifestyles at an early age, Denny's (NASDAQ: DENN), America's home for real, classic breakfasts, has expanded its kid's menu to include delicious, nutritious meals and side items. The move is part of Denny's Better For You campaign, launched in June 2009.

The menu provides affordable meal solutions to combat poor eating habits and the rise of childhood obesity. An active lifestyle-themed menu informs kids and parents on ways to stay healthy.

In addition to current kids favorites, Denny's new Better For You choices for kids include Tumbling Vanilla (vanilla yogurt with strawberry topping), "High Diving Veggies" (carrots, celery and cucumber), Apple Dunkers, Jell-O[®], "Spaghetti, Set, Go!" (spaghetti with marinara sauce), and pudding. Denny's also **eliminated** several items from the previous kid's menu, including Big Dipper French-Toastix[™] (French toast sticks), hot dogs, and "D-Fusion[™]" sugar beverage packets.

"Denny's is proactively and voluntarily adjusting and amending its menus to provide better for you, but still fun, option choices for children whose families dine with us," says John Dillon, vice president of marketing and product development at Denny's. "It's important to note we've developed these Better For You meal items with kids and parents in mind. We researched directly with kids to make sure we're giving them great tasting food they love. So parents not only will have happy children, but they'll feel good about the choices their kids have on our new menu."

Denny's affordable kids meals are offered at restaurants nationwide with prices starting at \$2.99 depending on location. Additionally, families can enjoy great savings with the Kids Eat Free program served from 4 to 10 p.m. on Tuesdays and at participating restaurants on Saturdays.

Please visit <http://dennyskidsandparents.com> for more information.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6035070&lang=en>

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