



Welcome to America's Diner

October 19, 2009

Denny's Allnighter Inspires Fans to Eat and Cook Like a Rockstar

New Menu Headlined by Jewel and Los Lonely Boys Introduced with Digital Game

SPARTANBURG, S.C., Oct 19, 2009 (BUSINESS WIRE) -- Denny's (NASDAQ: DENN) has cooked up a digital game, "Cook Like a Rockstar," that encourages late-night guests to create their own unique virtual meals through online, social and mobile applications as a complement to the latest Allnighter Rockstar menu featuring new dishes by Jewel and Los Lonely Boys. The new Rockstar menu and "Cook Like a Rockstar" game are 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.

"The Rockstar menu gives our late-night guests the opportunity to enjoy meals that were literally created by some of the biggest entertainers in the world, and now those same guests can match cooking skills with those same entertainers from a computer or mobile device," said Mark Chmiel, chief marketing and innovation officer for Denny's. "'Cook Like a Rockstar' uses the cutting-edge technology preferred by late-night guests to deliver an experience that is only available at Denny's. The Allnighter program is constantly evolving and 'Cook Like a Rockstar' is the latest innovation in a heritage rooted in providing premium meals in an enjoying atmosphere a fair price."

Guests play "Cook Like a Rockstar" by choosing, combining, sizing and arranging Denny's ingredients from a drop down menu on a plate before finally naming the menu item. Platforms featuring the game include iPhone, Facebook, and the www.dennysallnighter.com Web site. The submissions will be featured and voted on at www.dennysallnighter.com starting Oct. 19. The grand prize is a private party for the winner, family and friends at a nearby Denny's, which will feature the winning menu item prepared and served by Denny's chef and staff.

Joining Jewel and Los Lonely Boys on the new Rockstar Menu are the two most popular Rockstar items to date, Rascal Flatts' Unstoppable Breakfast and the Hooburrito, developed by rockers Hoobastank. The Rockstar menu items featured on the Allnighter menu are currently available in Denny's nationwide.

- **Jewel's Acoustic Smoked Chicken Quesadilla** - A quesadilla filled with smoked chicken, a blend of cheeses, spicy red chili sauce and pico de gallo topped with sliced avocado and pico de gallo. It is served with sour cream and a lime wedge.
- **Los Lonely Boys' Texican Burger** - A burger topped with grilled onions, Pepper Jack cheese, jalapenos, tomatoes and tangy barbecue sauce. It is served with new wavy-cut French fries.
- **Rascal Flatts Unstoppable Breakfast** - Biscuit topped with country-fried steak, eggs your way, American cheese, country gravy and bacon. It is served with hash browns.
- **The Hooburrito** - Hoobastank serves up a burrito with crispy chicken strips, Pepper Jack cheese, cheese sauce, fried onion crispers and a hint of barbecue sauce. It is served with tortilla chips, cheese sauce and ranch dressing.

Past Denny's Rockstar menus have featured Plain White Shake (Plain White Ts), Melty Grilled Chicken and Sausage Quesadilla (Taking Back Sunday), Band of Burritos (Good Charlotte), and The Great Eggsteak (Boys Like Girls).

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 at Denny's locations, following concerts. Some of these late-night Adopt-A-Band parties often become extensions of a concert through impromptu acoustic jam sessions. To date, more than 40 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, "Cook Like A Rockstar" 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

Media Contacts:

for Denny's

Erin Collins, 404-739-0160

erin.collins@fleishman.com

or

Chad Corley, 404-739-0149

chad.corley@fleishman.com