



Welcome to America's Diner

November 2, 2009

Denny's Restaurants Kick off Nationwide Initiative in Support for Toys for Tots Foundation

Denny's Cares Program Thanks Guests for Giving

SPARTANBURG, S.C., Nov 02, 2009 (BUSINESS WIRE) -- For the second consecutive year, Denny's (NASDAQ: DENN) Restaurants will partner with the U.S. Marine Corps Reserve Toys for Tots Foundation to ensure that underprivileged children experience the thrill of opening presents this holiday season. Beginning November 2 as part of the Denny's Cares Program, Denny's guests will receive a coupon for free Pancake Puppies™ as a thank you for a \$1 donation to the U.S. Marine Corps Reserve Toys for Tots Foundation. In addition, a Denny's Cares holiday ornament in each donating guest's name will also be placed on that restaurant's holiday tree. Denny's is the only nationwide restaurant chain to participate in the program on a national scale.

"We are delighted that Denny's has decided to partner with us again this year," said retired Marine Major Bill Grein, vice president of marketing and development for the Marine Toys for Tots Foundation. "Their support and dedication to our organization together with their ability to reach thousands of people across the country will enable our Marines to help disadvantaged families who so desperately want to provide their children with a few special packages to open on Christmas morning."

Running from November 2 to December 21, 2009 in nearly 1,000 participating Denny's restaurants across the U.S., the Denny's Cares Program was created to support the Toys for Tots mission of collecting donations for toys that are distributed to underprivileged children during the holidays.

"Denny's and its employees are committed now more than ever to ensuring that America's disadvantaged children don't go empty-handed this holiday season," said Nelson Marchioli, chief executive officer of Denny's. "We invite our guests to join the Denny's family and share in the spirit of giving by helping us bring joy to so many deserving children by supporting the Toys for Tots Foundation."

About Toys for Tots

Toys for Tots is a 62-year-old charitable program run by the U.S. Marine Corps Reserve that provides an assortment of toys to disadvantaged children in over 655 communities nationwide. The organization's recognition of these children provides them with confidence and positive memories that will last a lifetime. Many of the gifts - including books, games and sporting equipment - make a significant contribution to the educational, social and recreational interests of these children.

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=6088873&lang=en>

SOURCE: Denny's

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