



Welcome to America's Diner

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Denny's Predicts Gift Card Sales Will Double as Americans Seek Affordable, Practical Holiday Gifts

SPARTANBURG, S.C.--(BUSINESS WIRE)--Dec. 7, 2009-- Against a continued, challenging economic forecast, Denny's (NASDAQ:DENN) CEO Nelson Marchioli predicts sales of the company's gift cards will double compared to last year as consumers look for practical, affordable gifts this season. "Now more than ever Americans are seeking gifts that fill a need and add value to their lives. The gift of a good meal is an expression of caring," says Marchioli.

Denny's is offering a free \$5 Denny's card with the purchase of a \$25 Denny's Gift Card at participating restaurants; it's sure to be a value for Denny's guests.

"The gift card market is a strong and popular one," says Mark Chmiel, Denny's Chief Marketing and Innovation Officer. "Denny's offers this desired gift item to guests, but also gives back to them with the gift of a \$5 Denny's card. They can buy a practical, affordable item for friends or family during the holidays and then have the luxury of spending something on themselves at another time."

Guests will be able to spend their gift cards on a range of enticing holiday-centered menu items now available at participating Denny's across the country. These items include seasonal and popular home-style pumpkin, pecan and apple pies; a line-up of peppermint-flavored beverages like thick frothy peppermint milkshakes, Peppermint White Chocolate Caramel Cappuccino and Peppermint Hot Chocolate as well as bite-sized Pancake Puppies™ America's first ever breakfast appetizer – infused with peppermint for the holidays.

Open 24/7, it's tough to match the convenience of Denny's; a one stop shop for delicious and inexpensive food and gifts this holiday season.

Denny's gift cards are available at participating Denny's nationwide, online at www.dennys.com as well as Walmart and CVS. Free \$5 card not valid when purchased at Walmart or CVS.

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=6114399&lang=en>

Source: Denny's

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