



Welcome to America's Diner

December 21, 2009

## **The Party's Back at Denny's; Free Birthday Grand Slam(R) a Reason to Celebrate**

### **Free Meals Help Consumers Celebrate Birthdays**

SPARTANBURG, S.C., Dec 21, 2009 (BUSINESS WIRE) -- The party's back on at Denny's (NASDAQ:DENN) where consumers are invited to celebrate birthdays with a free Original Grand Slam® meal at restaurants nationwide. The Grand Slam® is Denny's most popular menu item and the company is bringing back an old tradition of offering a free entrée on birthdays.

Denny's birthday offer allows mothers and fathers, grandmothers and grandfathers, husbands and wives, families and friends a way to connect. "Eating out on birthdays is a treasured tradition whether it's allowing children to choose their favorite restaurant or treating mom to a meal you know she'll love," says John Dillon, Denny's vice president, marketing. "Birthdays have always been a reason to go out, and Denny's is glad to bring back one of the things we're well-known for, a free entrée on birthdays."

The Grand Slam® offer is free for the birthday guy or gal dining in and who show proof that it's their birthday. The Grand Slam® has always been Denny's core equity. Introduced in 1977, the Grand Slam® breakfast is one of Denny's best-known and best-selling entrees largely because it offers a real breakfast in the morning rather than the "grab and go" breakfast choices at fast food restaurants. Inspired by one of America's favorite pastimes and named for the baseball play, the breakfast features pancakes, eggs, bacon strips and sausage links - two of each. Denny's sells over 12,500,000 Grand Slams® a year.

The birthday offer is another way Denny's is continuing its Grand Slam® kindness which began earlier this year to connect with consumers. Over 2 million Americans responded to a Super Bowl TV commercial offering a free Grand Slam® breakfast to anyone who visited a Denny's on February 3<sup>rd</sup>. Denny's also offers free Grand Slams® to the first 100 parties at new restaurant openings.

### **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](http://www.dennys.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6124815&lang=en>

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