



Welcome to America's Diner

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Denny's Raises over a Quarter of a Million Dollars for Marine Toys for Tots Program

Denny's Helped to Fulfill Holiday Wish Lists for Children Nationwide

SPARTANBURG, S.C., Jan 19, 2010 (BUSINESS WIRE) -- Denny's (NASDAQ:DENN), America's largest full-service family restaurant chain, raised over \$250,000 to mark the second year of a successful partnership with the Marine Toys for Tots Foundation.

"Giving back to the communities in which we serve is core to our business," said Nelson Marchioli, chief executive officer and president of Denny's. "This rewarding program allows us to lend a helping hand during these tough economic times, and the fact that we exceeded our expectations by more than doubling last year's donations is a reflection of our guest's generosity."

To kick off the fund-raising efforts, Denny's implemented "The Denny's Cares Holiday Program" which collected toys from November 2 through December 21, 2009 in nearly 800 participating Denny's restaurants nationwide. Guests received a coupon for free Pancake Puppies™ in return for their \$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 was placed on the restaurant's holiday tree.

"Thanks to Denny's, many generous guests and other corporate sponsors, we were able to fulfill the wish lists of over seven million children by raising 16 million toys," said retired Marine Corps Major Bill Grein, vice president of the Marine Toys for Tots Foundation. "Denny's commitment to Toys for Tots was clear from the beginning. As a result of their dedication and hard work, Denny's allowed our Marines to reach more children than we originally anticipated."

Toys for Tots is a 63-year-old charitable program run by the U.S. Marine Corps Reserve that provides an assortment of toys to disadvantaged children in 691 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 Toys for Tots

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. Now in its 63rd year, Toys for Tots provides joy and a message of hope to economically disadvantaged children through the gift of a new toy during the Christmas holiday season. Our gifts offer these children recognition and a positive memory they will cherish for a lifetime. Many of the gifts we provide, such as books, games and sports equipment, make a significant contribution to the educational, social and recreational development of these children. In 2009, Marines distributed 16 million toys, books and other gifts to over seven million children in 691 communities nationwide. The Marine Toys for Tots Foundation relies on individual donations from the American public as well as support from corporate sponsors. For more information, visit www.toysfortots.org.

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=6146229&lang=en>

SOURCE: Denny's

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