



Welcome to America's Diner

January 28, 2010

Super Bowl Instant Replay: Denny's Feeds America Again

Denny's, the Company That Led the Nation When It Fed the Nation, Will Offer Americans a Free Original Grand Slam® in Three Super Bowl Ads

SPARTANBURG, S.C., Jan 28, 2010 (BUSINESS WIRE) -- Americans were pleasantly surprised last year when Denny's (NASDAQ:DENN), home of the original real breakfast, announced during the Super Bowl that it was offering a Free Original Grand Slam® for one day at its restaurants nationwide. After pioneering the way for giveaways and feeding 2 million grateful Americans who took advantage of the offer, Denny's is doing it again...plus more! Denny's first engaging and humorous Super Bowl third quarter commercial is one of three and will announce a Free Original Grand Slam® offer that will take place on Tuesday, February 9th from 6 a.m. through 2 p.m. at participating restaurants.

In the first thirty second Super Bowl ad, which is part of a new campaign created by Goodby, Silverstein & Partners, Denny's introduces a brand advocate who invites viewers to enjoy a Free Original Grand Slam® while warning chickens to get out of town because "it's going to be a tough week for egg layers." We see chickens sitting in a sports bar, shopping in an electronics store and watching television in a living room express tremendous shock as they hear the news, knowing they are going to have a busy work week ahead. Denny's "Chicken Warning" ad continues the tradition of using humor to communicate to millions of Super Bowl viewers. The chicken theme continues into the fourth quarter with a thirty second spot highlighting the Free Original Grand Slam® offer on Tuesday, February 9th and a fifteen second ad prior to the two minute warning, re-launching Denny's Free Original Grand Slam® Birthday offer.

"We are leveraging the power of Super Bowl once again to connect with our customers to keep Denny's in their hearts and minds by communicating our Original Grand Slam® offer," said Nelson Marchioli, CEO and President of Denny's. "We know that times are still tough and a free hot breakfast helps a lot of folks and their families... we heard from thousands last year who thanked us. This year Denny's will even go beyond just one day of free meals by offering a number of everyday affordable programs all year."

From online and in store sweepstakes to birthday offers and endless fries and pancakes, Denny's continues to give back all year long.

- **Grand Slam For a Year** - It's more than just a Free Original Grand Slam® on February 9th. Anyone can register February 1st through February 14th, 2010 online at <http://www.dennys.com> or in store to win one FREE Original Grand Slam® every week for one year. There will be 52 winners announced, one each week. Winners will be posted each week on dennys.com.

- **Free Burger and Fries** - From February 1st through 14th, the first 500,000 people who sign up for the new Denny's Rewards program online will receive a FREE burger and fries available March 1st through March 7th, 2010.

- **Endless Pancakes and Fries** - Denny's will provide free refills to any order of French fries or pancakes at participating locations nationwide. In addition to the Free Original Grand Slam® giveaway and the sweepstakes, Denny's is distinguishing itself from its competitors with a limited time generous offer starting February 10th that takes refills beyond beverages and gives more everyday value to customers.

- **Denny's Birthday Original Grand Slam®** - The Party's back at Denny's. Consumers are invited to celebrate birthdays with a Free Original Grand Slam® meal at participating restaurants. The Original Grand Slam® offer is free for the birthday guy or gal dining in and who shows proof that it's their birthday. The Denny's birthday offer continues Original Grand Slam® kindness...there are more than 300-million Americans who celebrate birthdays.

Denny's integrated Super Bowl campaign also includes print ads in USA Today, an extensive social media program that extends the life of the characters from the Super Bowl spot into exclusive webisodes that will be featured on Denny's Facebook and Twitter, digital media and a radio tour.

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.

About Goodby, Silverstein & Partners

Goodby, Silverstein & Partners, a unit of the Omnicom Group, is one of the world's most respected and most awarded advertising agencies. Founded in 1983, the company is based in San Francisco and has 500+ employees serving a broad array of national and international accounts. For more information on GS&P, please visit www.goodbysilverstein.com

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6158542&lang=en>

SOURCE: Denny's

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