



Welcome to America's Diner

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Denny's Fuels America's Appetite for Value: Offers Unlimited Free Refills of French Fries and Pancakes

SPARTANBURG, S.C., Feb 22, 2010 (BUSINESS WIRE) -- After serving America more than two million Free Grand Slam® breakfasts as a result of its Super Bowl offer, Denny's [NASDAQ: DENN] is continuing to provide value to America by taking the unlimited refills concept to a whole new level.

Starting now and continuing through the end of March, Denny's is offering unlimited free refills of two of America's favorites, French fries and pancakes, at participating locations nationwide. Valid 24 hours a day, seven days a week, the offer applies to any order of French fries or pancakes served with an entrée, including both original buttermilk pancakes and Denny's Hearty Wheat pancakes, for a limited time.

"Clearly times are still hard and everyday we're all looking for ways to stretch hard-earned dollars farther and farther," said John Dillon, Vice President Marketing, Denny's Corporation. "By offering unlimited refills on not just one but two favorite items, we are able to provide even more everyday value on items our guests love. Who doesn't want seconds of pancakes and fries... especially when they're free?"

Beyond unlimited refills of French fries and pancakes, Denny's also continues to offer America everyday value with the re-launch of its Free Grand Slam® meal birthday program. Consumers are invited to enjoy a Free Grand Slam® meal at participating restaurants. Breakfast lovers can get a break too with a limited-time-only selection of Breakfast Lover's plates starting at \$4.99. Other great deals all year long are offered through the new Denny's Rewards program at <http://www.dennys.com>.

A Tradition of Giving Back

For the last two years, Denny's has fed 2 million Americans for free with an innovative Free Grand Slam® offer announced during the Super Bowl. During this year's game, Denny's also announced the re-launch of its Free Grand Slam birthday program, offering each and every American another free meal on their birthday.

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 and to join the Denny's Rewards Program please visit www.dennys.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6187125&lang=en>

SOURCE: Denny's

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