



Welcome to America's Diner

March 31, 2010

## Denny's Redefines the Value Menu

### Restaurant Chain Introduces \$2 \$4 \$6 \$8 Value Menu First-Ever, All Day, Every Day National Offering

SPARTANBURG, S.C., Mar 31, 2010 (BUSINESS WIRE) --Denny's (NASDAQ:DENN) will redefine the concept of traditional value menus on April 3, 2010 with the nationwide introduction of its new \$2 \$4 \$6 \$8 Value Menu. Denny's first-ever, all day, every day value menu will provide consumers a variety of meal choices at affordable prices, featuring traditional favorites as well as new a la carte menu items for breakfast, lunch, dinner, dessert and late night. Denny's 16-item value menu seeks to establish an alternative to fast food establishments by providing consumers a wide variety of everyday affordable menu items.

The national rollout is a result of a successful test in a limited number of markets across the country where the \$2 \$4 \$6 \$8 menu was introduced in late December. "We listened to our guests and have responded with the launch of a new menu with a new price structure that will excite them to come to Denny's for a satisfying meal out at a great price," stated Nelson Marchioli, CEO and President of Denny's. "The new \$2 \$4 \$6 \$8 offering redefines the concept of traditional value menus, moving consumers beyond the idea that fast food is their only affordable option."

While consumers have reduced their spending on dining out over the past year, recent data indicates that Americans have developed an increased appetite for eating out; more consumers plan to increase that portion of their budget in the coming months than those who plan to cut back.<sup>1</sup> With most consumers planning to put those dollars toward sit-down restaurants, Denny's \$2 \$4 \$6 \$8 Value Menu will give consumers the budget-friendly options they crave any time of the day or night.

"The initial response to this menu has been very positive," said John Dillon, Vice President Marketing, Denny's Corporation. "With feedback directly from our guests, we've been able to create the only real 24-hour option to the typical fast food value menu. With \$2 \$4 \$6 \$8 our guests tell us they can now get an amazing variety of affordable meal options literally any time of day, without having to compromise on service or quality to do it."

Denny's \$2 \$4 \$6 \$8 Value Menu offers four items at each price point:

#### \$ 2:

- Biscuit & Gravy with Hash Browns or an Egg
- Stack of Pancakes
- Cheese Fries
- Pancake Puppies<sup>®</sup> Sundae

#### \$ 6:

- Southern Omelette with Hash Browns and choice of bread
- Endless Soup & Garden Salad
- Pulled BBQ Chicken Sandwich, Fries
- Classic Burger and Fries

#### \$ 4:

- Everyday Value Slam<sup>®</sup>
- All You Can Eat Pancakes
- Three Cheese Melt with Soup or Garden Salad
- Buffalo Chicken Wraps with Crispy Tortilla Chips

#### \$ 8:

- Grand Slam<sup>®</sup> Slugger, coffee and juice
- Lemon Pepper Chicken, two sides, dinner bread and drink
- Asian Chicken Salad and drink
- Spicy Cowboy Chopped Steak, two sides, dinner bread and drink

A Tradition of Giving Back

For the past two years, Denny's has fed 2 million Americans for free with its innovative Free Grand Slam<sup>®</sup> offers. Continuing its

Grand Slam<sup>®</sup> kindness, Denny's re-launched the Free Grand Slam<sup>®</sup> birthday program offering each and every American another free meal on their birthday, at participating restaurants.

### **About Denny's**

*Denny's is one of America's largest full-service family restaurant chains, 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<sup>®</sup> 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).*

<sup>1</sup> Royal Bank of Canada Capital published in the *Wall Street Journal*, March 3, 2010. [http://online.wsj.com/article/BT-CO-20100303-712149.html?mod=WSJ\\_latestheadlines](http://online.wsj.com/article/BT-CO-20100303-712149.html?mod=WSJ_latestheadlines)

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6233272&lang=en>

SOURCE: Denny's

For Denny's  
Hill & Knowlton  
Cori Rice, 305-443-5454  
[cori.rice@hillandknowlton.com](mailto:cori.rice@hillandknowlton.com)