



Welcome to America's Diner

May 25, 2010

Special Olympics & Denny's Kick-off Year Long Partnership

Consumers Can Now Help Support Special Olympics at Denny's Earlier Today, Denny's and Special Olympics Came Together in Dallas, TX for Special Launch Event

SPARTANBURG, S.C. & WASHINGTON & DALLAS, May 25, 2010 (BUSINESS WIRE) --Denny's (NASDAQ:DENN) and Special Olympics announced a year-long, national partnership to raise awareness and support for people with intellectual disabilities across the country. Denny's Gold Medal Program, the first of two national Special Olympics initiatives, provides guests the opportunity to benefit Special Olympics by purchasing a paper "Gold Medal" for \$1 or more. 100% of the funds raised from the Gold Medal Program will help Special Olympics support athletic training and competitions for athletes with intellectual disabilities. Guests can conveniently benefit Special Olympics by purchasing a paper "Gold Medal" at more than 1,000 Denny's locations across the country now through July 12, 2010. Additionally, starting August 24th and continuing through summer 2011, Denny's will donate 10 cents to Special Olympics for every All-American Slam[®] sold at participating locations.

"Just as there's a Denny's in every town, there's a Special Olympics Program in almost every town," said Timothy Shriver, Chairman and CEO of Special Olympics. "Imagine the impact we, Special Olympics, Denny's and their customers, will have on this nation - united behind the beliefs that everyone is valued, everyone is welcome, and everyone deserves a chance to be celebrated."

"Our recent partnership with the Special Olympics is consistent with our mission to serve the diverse needs of the many communities we serve across the nation," stated Nelson Marchioli, CEO and President of Denny's. "Through our involvement and promotion of this worthwhile campaign, we hope to be able to build awareness for and make a distinctive contribution to an important cause that is all too often overlooked."

The new partnership between Special Olympics and Denny's was celebrated earlier today at the Denny's located on Medical District Drive in Dallas, TX. The kick-off events included a Special Olympics Torch Run with local law enforcement officers, an official press conference and a Denny's \$2 \$4 \$6 \$8 Value Menu[™] donation promotion.

Denny's guests participating in the *Gold Medal Program* will receive a special lapel sticker with the slogan: 'I'm a Fan, I gave today'.

About Special Olympics

Special Olympics is an international organization that changes lives by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to nearly 3.5 million athletes in over 170 countries in all regions of the world, providing year-round sports training, athletic competition and other related programs. Special Olympics now takes place every day, changing the lives of people with intellectual disabilities in places like China and from regions like the Middle East to the community playgrounds and ball fields in every small neighborhood's backyard. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage and experience joy and friendship. Visit Special Olympics at www.specialolympics.org.

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[®] 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=6304826&lang=en>

SOURCE: Denny's

Denny's
Hill & Knowlton

Cori Rice, 305-443-5454

cori.rice@hillandknowlton.com

or

Special Olympics, North America

Jennifer Brooks, 202-824-0327

jdbrooks@specialolympics.org