June 1, 2010

Denny's Inks Deal with AARP

Denny's to Provide Exclusive Discounts to AARP Members

SPARTANBURG, S.C., Jun 01, 2010 (BUSINESS WIRE) --Denny's (NASDAQ: DENN) announced it entered into a multi-year agreement with AARP to provide exclusive discounts to its members, starting today, June 1. This agreement was entered into based on the positive response from members to the exclusive discount currently running in the May/June issue of AARP, The Magazine. This offer includes 20 percent off the entire table's check between 4 p.m. and 10 p.m. daily and $1 coffee, all day, every day, at participating restaurants nationwide.

"This relationship enables us to promote special, targeted offers to AARP's millions of members and helps AARP make available to its members offers that are meaningful to them," said Nelson Marchioli, CEO and President of Denny's. "At the same time, special offers for AARP members will help Denny's drive increased frequency among consumers 50+."

"Denny's is a great addition to AARP's portfolio of shopping, dining and travel benefits made available to members," said Howard Byck, senior vice president of AARP Services, Inc., the wholly-owned subsidiary of AARP. "We are pleased for Denny's to deliver special value to our members and to help members find ways to enjoy more for less."

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 http://www.dennys.com.

About AARP

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 35.7 million readers; AARP Bulletin, the go-to news source for AARP's millions of members and Americans 50+; AARP VIVA, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

About AARP Services, Inc.

AARP Services, Inc., founded in 1999, is a wholly-owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP's millions of members. The provider offers currently span health products, financial products, travel and leisure products, and life event services. Specific products include Medicare supplemental insurance; credit cards, auto and home, mobile home and motorcycle insurance, life insurance and annuities; member discounts on rental cars, cruises, vacation packages and lodging; special offers on technology and gifts; pharmacy services; legal services; and long-term care insurance. AARP Services also engages in new product development activities for AARP and provides certain consulting services to outside companies. In 2005, AARP Services founded AARP Financial Inc., a wholly-owned taxable subsidiary that provides access to proprietary investment products and services, including mutual funds and financial guidance, designed to meet the needs of investors at any life stage.

SOURCE: Denny's

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