



Welcome to America's Diner

June 15, 2010

Denny's is Making Summer More Affordable 24/7

SPARTANBURG, S.C., Jun 15, 2010 (BUSINESS WIRE) --Summer means longer days, more sun, abundant fun and more free time for the whole family. It can also mean more expenses on things like vacation, summer camp for the kids, and other seasonal costs. In anticipation of summer expenses and in response to the tough economy, 82 percent of parents surveyed by Highlights! report changing their family's summer plans, with vacation and childcare among the top areas affected.[1]

Denny's (NASDAQ: DENN), understanding consumer stress in today's economic environment, is easing the strain with a series of summertime deals designed to make summer more affordable this year. Consumers looking to spice up the summer without blowing the family budget can choose from 10 promotions and limited time offers. Denny's limited summertime offers including \$2 Ice Cream Floats, Sizzlin' Skillets, and Red, White & Blueberry Pancake Puppies® are sure to please both belly and budget. And Denny's summer value promotions including the Kids Eat Free program, new AARP member discounts, and the all day, every day \$2 \$4 \$6 \$8 Value Menu™ provide satisfying meals at budget-friendly prices 24/7.

Denny's 10 for Summer 2010:

10. Whatever You Want, Whenever You Want It...24/7 Value with Denny's \$2 \$4 \$6 \$8 Value Menu™

Consumers can declare independence from traditional mealtimes this summer at Denny's. Summer's lazy, sun-soaked days call for a much needed holiday from rigid schedules and living by the clock. Day or night, Denny's 24/7 all day, every day value menu encourages consumers to break out of the mold and live on the edge. Enjoy pancakes and eggs for dinner or a burger and fries for breakfast...whatever the craving, whenever the time, Denny's is open and ready to satisfy. For extra value and managing the summer budget, Denny's \$2 \$4 \$6 \$8 Value Menu™ features 16 fresh-cooked and hearty meals ranging from Buffalo Chicken Wraps (\$4) to the Grand Slam® Slugger (\$8). Stop in and savor the taste of a better value menu.

9. Add Sizzle to Summer with Three New Skillet Flavors

Fuel-up before fun in the sun this summer with Denny's three new summer Sizzlin' Skillets. Featuring two bold choices and one sweet selection, these new summer flavors are perfect for adding some sizzle to the day, without blowing the budget. Sizzlin' Skillets are available for a limited time only, starting June 15th.

- **Ultimate Skillet** - Fresh spinach, breakfast sausage, fire-roasted peppers and onions, mushrooms, grape tomatoes and seasoned red skinned potatoes topped with a smoky cheese blend and two eggs cooked to order (\$5.99).
- **Santa Fe Skillet** - Crumbled Chorizo sausage, fire-roasted peppers and onions, mushrooms and seasoned red skinned potatoes topped with a smoky cheese blend and two eggs cooked to order (\$4.99).
- **Bananas Foster French Toast Skillet**- Two thick slices of Denny's Fabulous French Toast topped with fresh banana slices and covered in bubbling caramel sauce (\$3.99).

8. At Denny's, More Kids Can Eat Free!

If parents aren't careful, summertime can break the bank. Vacations, summer camps and soaring gas prices can add up fast. Denny's is making summer more affordable with its Kids Eat Free program available just about wherever summer travels may lead the family this year. Kids, ages 10 and under, receive a free kids meal with the purchase of an adult entrée of \$2.50 or more. And to help stretch dollars even further, consumers can receive up to two free kids meals per adult entrée purchase. The offer is good at participating locations from 4pm to 10pm on selected days. Selection and prices may vary.

7. What Floats Your Boat?\$2 Ice Cream Floats

Just in time for summer, Denny's added three refreshing and delicious ice cream floats to its \$2 \$4 \$6 \$8 Value Menu™. For just \$2, cool off with a classic Cherry Coke® Float, a traditional Root Beer Float or an Independence Day-themed Red, White and Blueberry Float. Denny's new Red, White & Blueberry Float is made with a scoop of creamy strawberry ice cream, sparkling Sprite® and a splash of blueberry and pomegranate flavors, making it an instant summertime favorite. These floats will be available for a limited time at participating locations beginning June 15th.

6. Birthdays Made Happier...with a Free Grand Slam®

Birthdays might only last one day, but at Denny's, consumers can celebrate any time that day or night with a free Grand Slam® served up fresh, 24 hours a day! From early morning before heading to the park, to mid-day between sunning and funning, or even late night after watching a movie or dancing at a club, Denny's is ready to help the birthday guy or gal celebrate. Denny's Grand Slam® breakfast includes pancakes, eggs, bacon strips and sausage links - two of each. Anyone dining in on their birthday can take advantage of this offer with proof of birthday at participating restaurants nationwide.

5. Make Dad's Day Classic with a Burger & Float

Give the grill-master a break this summer! Treat Dad to a fresh-made Classic Burger from Denny's for just \$6. Denny's Classic Burger, with lettuce, tomato, pickles and red onion on a toasted sesame seed bun, is served with a side of wavy-cut fries. And to make his day even sweeter, Denny's is treating Dad to a FREE Ice Cream Float via its Father's Day e-card on Facebook - <http://apps.facebook.com/DennysCardMaker>. Consumers can customize a special card just for Dad with Denny's Facebook application, and once the masterpiece is complete send him the card on Facebook. If Dad is not tech-savvy, send it via email or just print it out for him. The coupon inside the card gets Dad his choice of float from Denny's three summer flavors - Cherry Coke® Float, Root Beer Float or the new Independence Day-themed Red, White and Blueberry Float. The coupon is valid at participating locations nationwide, June 20 through June 27, 2010, with any purchase from the \$2 \$4 \$6 \$8 Value Menu™ or entrée purchase from the General Menu.

4. Celebrate America with Red, White & Blueberry Pancake Puppies®

In honor of the U.S.A., Denny's has introduced new, patriotic Pancake Puppies® - Red, White & Blueberry Pancake Puppies® - perfect for demonstrating patriotism and celebrating America. These bite-sized pancake treats are a delicious breakfast appetizer, sweet lunchtime addition, afternoon snack, dinnertime dessert or late-night treat. Packed with strawberry, blueberry and white chocolate chips, Denny's Red, White & Blueberry Pancake Puppies® will satisfy any time! Available for a limited time beginning June 15th for just \$1.99.

3. Summer Days Mean Special Savings for AARP Members

AARP members can take advantage of Denny's new discounts which make it more affordable for the whole family to eat together this summer. A pit-stop along the road, after a day at the beach, before the evening ball game, Denny's make mealtime convenient and fun and now, AARP members receive 20% off the entire check any day of the week between 4pm and 10pm. Members can also enjoy \$1 coffee 24 hours a day, 7 days a week. Both offers are valid only at participating Denny's restaurants. These special member-only offers are part of Denny's recently signed multi-year agreement with AARP.

2. What You Crave, All Night Long

Summer's longer days and warmer nights inspire consumers to embark on late night adventures more often than any other time of year. Midnight movies, all night dance parties, beachside bonfires - they're all on the menu for summer fun. Also on the menu, Denny's \$2 specials made for fueling and refueling consumers before and after the evening's excursions. No matter the time, 24/7, consumers can bring the party to Denny's without worries of breaking the bank or excluding the friend on a tight budget. With \$2 choices ranging from a full breakfast that includes a Biscuit & Gravy with Hash Browns or an Egg, to a sweet and delicious treat like a Pancake Puppies® Sundae, there is something for every craving and every budget at Denny's, all night long.

1. A Better Value Menu: Denny's \$2 \$4 \$6 \$8 Value Menu™

Fast food is no longer the only affordable summertime meal option for budget-conscious consumers...Denny's all day, every day \$2 \$4 \$6 \$8 Value Menu™ gives 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. Available 24 hours a day, 7 days a week, the \$2 \$4 \$6 \$8 Value Menu™ is ideal for satisfying the anytime mealtimes typical of relaxed summertime schedules. Consumers can choose from 16 value menu items including fresh summertime favorites like the Asian Chicken Salad (\$8) or the Endless Soup & Salad (\$6); as well as traditional fare like a Southern Omelette (\$6) or a Pulled BBQ Chicken Sandwich with Fries (\$6).

[1] http://www.highlightsparents.com/polls_and_your_opinions/parents_poll_have_rising_costs_changed_your_summer_plans.html

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6327453&lang=en>

SOURCE: Denny's

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