July 20, 2010

Denny's Corporation Appoints Frances Allen as Chief Marketing Officer

SPARTANBURG, S.C., Jul 20, 2010 (BUSINESS WIRE) --

Denny's Corporation (NASDAQ: DENN) today announced that Frances Allen has been appointed to the position of Chief Marketing Officer and Executive Vice President, effective July 21, 2010. As a marketing and food industry veteran, Ms. Allen brings nearly 25 years of restaurant and retail experience to Denny's, including several leadership positions with Dunkin' Brands, Pepsi-Cola, Sony Ericsson and Frito-Lay. Ms. Allen will be responsible for executing marketing strategies and campaigns, advertising and new programs across the Denny's brand to drives sales, profitability and value.

Debra Smithart-Oglesby, interim chief executive officer and board chair of Denny's Corporation, stated, "We are very pleased to welcome Frances to our team as chief marketing officer and to take this next step in strengthening our leadership team. We believe her ability to drive brand reputation through compelling marketing campaigns will play an important role at Denny's. Ms. Allen will be responsible for enhancing the focus of our national and local marketing efforts in order to re-energize and grow the Denny's brand."

Ms. Allen served as Chief Marketing Officer of Dunkin' Brands from 2007 to 2009, where she executed extensive marketing efforts, including category management and price, packaging and promotion for over 6,000 U.S. based stores. During that time, she was named "Marketer of the Year" in 2009 by *BrandWeekMagazine*, implemented the DDSmart healthier menu and moved the chain from #3 to #2 player in breakfast sandwiches with the highly successful new "Oven Toasted" cooking platform. Prior to that, Ms. Allen held the positions of Vice President, Marketing at Sony Ericsson Mobile Communication; Vice President, Wellness and 'PO1 Marketing for Pepsi-Cola; Director of International Advertising with Frito-Lay; and Senior Vice President with DMB&B based in Hong Kong.

About Denny's

Denny's is one of America's largest full-service family restaurant chains, consisting of 1,348 franchised and licensed units and 232 company-owned units, with operations in the United States, Canada, Costa Rica, Guam, Mexico, New Zealand and Puerto Rico. For further information on Denny's, including news releases, links to SEC filings and other financial information, please visit the Denny's investor relations website.

SOURCE: Denny's Corporation

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