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Denny's Corporation Selects Interpublic Group's Gotham as New Ad Agency

SPARTANBURG, S.C., Aug 23, 2010 (BUSINESS WIRE) --

Denny's Corporation (NASDAQ: DENN) announced today that Interpublic Group's Gotham will become its new agency of record as of August 2010. Gotham, a New York based leading integrated communications agency, is now retained for lead agency strategic and creative services under the direction of Denny's for its corporate and franchised restaurants.

"We are very excited to have selected Gotham because the agency demonstrated a true understanding of the Denny's consumer and our brand DNA," stated Frances Allen, chief marketing officer of Denny's Corporation. "The Gotham team presented very strong ideas that will connect with our consumer in new ways and we are pleased to have them join as part of the Denny's team. We were fortunate to have met with an excellent group of agencies, all of whom demonstrated the ability to take the Denny's brand forward."

Peter McGuiness, chairman and chief executive officer of Gotham added, "We are very proud to be working alongside Denny's and look forward to our new partnership. Denny's is an iconic American brand with a tremendously loyal following and we look forward to helping expand the brand's relevance and strengthening its connection with its consumers."

Denny's will continue its partnership with Erwin Penland in the areas of menus, merchandising and local support.

About Denny's

Denny's is one of America's largest full-service family restaurant chains, consisting of 1,328 franchised and licensed units and 228 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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