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Denny's Introduces Five New Cravable Menu Items To The Restaurant's Popular $2 $4 $6 $8 Value Menu™

SPARTANBURG, S.C. - Aug. 24, 2010 - Available today, Denny's will offer customers five new affordable meal offerings - the Cheese Quesadilla, Nacho Salad, Fried Cheese Melt, Bacon Chipotle Skillet and the Fried Shrimp Platter.

Introduced in April, Denny's $2 $4 $6 $8 Value Menu offers customers variety and everyday affordability with 16 different menu items, from traditional favorites to new a la carte items. After a successful launch, Denny's is further optimizing the menu with new choices based on additional consumer research.

"The $2 $4 $6 $8 Value Menu was introduced to redefine the concept of traditional value menus by offering guests around-the-clock affordable menu options, without settling on quality and service," comments John Dillon, vice president of marketing and product development for Denny's. "We are thrilled to be able to build on that success even more with the addition of these five new cravable items."

Designed for the cheese lover in all of us, the Fried Cheese Melt features four fried mozzarella sticks nestled between melted American cheese and two slices of grilled sourdough bread. It is served with french fries and a side of marinara sauce for $4.

Three of the five menu items feature a Tex Mex flavor, including the **Cheese Quesadilla** made with a flour tortilla, filled with cheddar cheese and topped with pico de gallo and sour cream for $2. The **Nacho Salad** starts on a foundation of fresh lettuce topped with specially seasoned ground beef, shredded cheddar cheese, pico de gallo and sour cream served with flour tortillas for $6. The **Bacon Chipotle Skillet** includes grilled chicken topped with crisp bacon, a smoky blend of cheeses and chipotle sauce. It is served with two sides and dinner bread plus choice of soft drink or coffee for $8.

A true American favorite, the **Fried Shrimp Platter** includes 10 deep-fried shrimp served with french fries, coleslaw, cocktail sauce and dinner bread plus choice of drink or coffee for $8.

Launched nationwide in April, the 16-item $2 $4 $6 $8 Value Menu is available all day, every day and offers four items at each price point. The menu includes breakfast, lunch, dinner and dessert items.

Denny's is also known for providing its customers with tremendous value, including these great everyday deals:

- $2 $4 $6 $8 Value Menu™Denny's first-ever all-day, every-day value menu lets guests choose from 16 dishes at affordable prices, from traditional favorites to several new a la carte items.
- Kids Eat Free - Guests can receive a free kids meal for up to two children ages 10 and under with the purchase of each adult entrée of $2.50 or more. The offer is good at participating locations from 4 to 10 p.m. on select days only, and menu items and prices may vary.
- Free Birthday Grand Slam®- Celebrate your special day with a free Original Grand Slam® meal at participating Denny's restaurants. The Original Grand Slam® offer is free for the birthday guy or gal who can show proof that it's their birthday, and is good for dine-in only.
- AARP Members Save 20 Percent - Show your AARP membership card at participating Denny's restaurants and save 20 percent off your total check from 4 to 10 p.m. every day. Also, coffee is just $1 for AARP members and their guests, 24/7.

About Denny's
Denny's is America's largest full-service family restaurant chain, 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 and to join the Denny's Rewards Program please visit www.dennys.com.

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