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# Denny's Announces Opening of First Denny's Café

## New restaurant in Orange, California marks Denny's first fast-casual location

SPARTANBURG, S.C., Nov 12, 2010 (BUSINESS WIRE) -- Denny's Corporation (NASDAQ: DENN) today announced the opening of its first Denny's Café location, marking the first fast-casual restaurant for the company. Denny's Café offers a smaller version of the traditional Denny's experience that caters to guests with a more streamlined menu, counter service ordering and a smaller real estate footprint that allows for easier entrance into urban, more densely populated markets.

The opening of the first Denny's Café location will take place on November 12, 2010, in Orange, California. Denny's Café leverages the traditional Denny's brand image to offer diners the same family restaurant experience in a setting that provides a faster service model, where guests will be able to order from menu boards at the counter, select their table and have the food delivered directly to them. Denny's Café features a more abbreviated menu, offering most of the traditional favorites found at Denny's, including the '$2 $4 $6 $8' value menu.

"We saw a unique opportunity to continue growing the Denny's brand in markets where our full size traditional restaurant does not fit due to real estate size constraints," commented Steve Dunn, Vice President, Development for Denny's Corporation. "The Denny's brand has a strong following and Denny's Café allows us to leverage our expertise by offering a similar concept that is more compatible with the real estate opportunities available to us in many desirable markets."

The second Denny's Café is expected to open in Livermore, California in December 2010. Both locations will be company-owned restaurants. Denny's Café locations will seat 75 to 90 guests and will be approximately 3,000 square feet in size. The restaurant will operate between 7am and 10pm daily.

**About Denny's**

Denny's (NASDAQ: DENN) is one of America's largest full-service family restaurant chains, serving classic American food and every day value 24 hours a day, 365 days a year. Based in Spartanburg, S.C., Denny's currently operates more than 1,600 franchised, licensed, and Company-owned restaurants across the United States, Canada, Costa Rica, Mexico, Guam, Puerto Rico and New Zealand. For more information, including news releases, franchising opportunities and investor relations, visit www.dennys.com.

SOURCE: Denny's Corporation

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