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Denny's Corporation Concludes Successful Franchise Convention

SPARTANBURG, S.C., Nov 15, 2010 (BUSINESS WIRE) -- Denny's Corporation (NASDAQ: DENN), one of America's largest full-service family restaurant chains, recently joined the Denny's Franchise Association (DFA) in Dallas, Texas, for the annual Brand convention to discuss the Company's revitalized brand strategy and the new senior leadership team's plans for the company as it looks toward 2011.

This year's Convention was one of the largest in the Brand's history, hosting over 800 franchisees, corporate team members and suppliers, and provided a forum for Denny's leadership to update its franchise community on the progress the company has made in recent months. Denny's has strengthened its management team with the appointment of Frances Allen as Chief Marketing Officer and Robert Rodriguez as Chief Operating Officer, both of whom addressed the franchise community, sharing their plans for the year ahead. Also presenting at the Convention was Gotham, Inc., Denny's new advertising agency of record, which unveiled several advertisements that are slated to launch in 2011.

"This year's DFA Convention set a very positive tone for Denny's as we head into 2011," commented Debra Smithart-Oglesby, Denny's Interim-CEO and Board Chair. "I am very encouraged by the progress we have made with our franchise partners over recent months. The Denny's Brand is regaining its strength and we are connecting well with our core guests. Our focus on everyday affordability, highlighted by our $2, $4, $6, $8 value menu, continues to resonate with diners across the country and we plan to maintain this focus as an important part of our strategy moving forward. We have also made considerable headway with new unit openings, thanks in part to our partnership with Pilot/Flying J Travel Centers, and will open more traditional Denny's locations in 2010 than we ever have in our 57 year history."

Ms. Smithart-Oglesby continued, "The response from our franchise partners at this year's Convention was very positive. The majority of our growth is coming from our franchisees and their support is crucial for a successful future. I am pleased to say that Denny's Corporation is closely aligned with the DFA and its Board of Directors. I look forward to working together as we open up a new chapter for the Denny's brand."

Denny's also presented numerous awards to members of its franchise community, including the prestigious Operator of the Year Awards. The winner of the Large Franchisee of the Year Award was Glenn and Tina Beattie, Top Line Restaurants, Inc. The Small Franchisee of the Year Award went to Tom and Nancy Pilbeam, PTS Hospitality, LLC.

Craig Barber, Chairman of Denny's Franchise Association added, "This year's Convention energized our attendees as we focused on unleashing the power within our great Brand. The collaboration between the DFA Board and Denny's leadership has strengthened the strategic relationships across the Brand. Our gathering achieved our objectives of sharing community, hearing calls to action with clarity and marking the commitments toward the wonderful opportunities ahead of us. We are excited by the collective energy of the week and our intensity of focus to achieve mutually beneficial goals. The marketing strategy unveiled at the Convention has the full support of the DFA Board and we are very optimistic about Denny's future. We look forward to a year of growth and continued improvement at Denny's restaurants across the system."

About Denny's Corporation

Denny's is one of America's largest full-service family restaurant chains, currently operating 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 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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