November 19, 2010

Denny’s Rings In Value This Holiday Season With $2 Sweet Treats And Holiday Meals Starting At $5.99 Available All Day Every Day

SPARTANBURG, S.C. (Nov. 19, 2010) - Value has always been a tradition at Denny's and Thanksgiving season is no different. Starting today Denny's, America's largest full-service restaurant chain, offers hearty holiday-inspired goodies starting at $2 and traditional turkey dinner meals for under $9, available through the holiday season.

"Creating memories with family and friends around the dinner table is a tradition that Denny's has celebrated for over 50 years - whether it's on Thanksgiving or a weekday evening after soccer practice," said John Dillon, vice president of marketing and product development for Denny's. "Value is just as important today as it was when we were founded, and for less than the price of a gallon of gas, guests can choose from several desserts that are hearty enough to share or enjoy on their own."

For guests seeking a substantial family meal without the fuss, Denny's Roast Turkey and Stuffing entrée features tender sliced turkey served over a savory bed of stuffing and topped with hot gravy. Complete with a side of scrumptious cranberry sauce, choice of one side and dinner bread, this meal is competitively priced starting at $8.99 (guests 55 and over start a $7.59).

An ideal pick-me-up for shoppers on the go, or an affordable snack for travelers looking to refuel, Denny's has **Pecan Pie and Pumpkin Pie** slices for $2. In addition, Denny's exclusive holiday version **Pancake Puppies®** are offered for $1.99 and feature six bite-sized round pancakes rolled in a delicious blend of gingerbread and cinnamon and loaded with white chocolate chips. Pancake Puppies® are served warm with powdered sugar and syrup for dipping.

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

- $2 $4 $6 $8 Value Menu™Denny's introduces its first all day every day value menu and 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 p.m. 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 p.m. to 10 p.m. every day. Also, coffee is just $1 for AARP members and their guests, 24/7.

For more information about Denny's holiday menu or to find a restaurant near you, please visit www.dennys.com.

About Denny's
Denny's (NASDAQ: DENN) is America's largest full-service family restaurant chain, 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 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.

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