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Denny’s Meal Promotion With AARP Draws Two Million Participating Members

NEW YORK - (December 01, 2010) - Since launching eight months ago, Denny's discount promotion with AARP has drawn more than two million participating members, confirming the powerful engagement capabilities of the adult 50+ demographic.

Members who show their AARP cards at participating Denny's locations on any day of the week between 4 to 10 p.m. are eligible to receive 20 percent off the check amount. The card also allows members and their guests to purchase a cup of coffee for one dollar per person, 24 hours a day, 365 days a year.

Denny's promotion with AARP launched in May/June 2010 with a full-page advertisement in the May/June 2010 issue of AARP *The Magazine.* Demonstrating a commitment to this initiative as well as to guests over 55, Denny's announced a three-year alliance with AARP offering members exclusive dining benefits at all of Denny's 1,600 restaurants nationwide.

"In addition to our partnership with AARP, Denny's has a special menu for guests over 55 featuring a hearty portion of our most popular breakfast, lunch and dinner entrées, all offered for a competitive price," said John Dillon, vice president of marketing and product development for Denny's. "We also offer better-for-you options including egg whites, turkey bacon, chicken sausage, hearty wheat pancakes and sugar-free syrup, all available for substitution at no extra cost, to meet the nutritional needs of all our guests."

Adults 50+ are responsible for 44 percent of all visits made to family restaurants and steakhouses, up from 39 percent in 2000, according to GfK MRI Spring 2010. AARP members visit family restaurants and steakhouses, on average, six times per month, and are 60 percent more likely than non-members age 50+ to eat at family restaurants and steakhouses at least once a week.

"The Denny's promotion is a prime example of AARP offering members a fantastic deal and a highly magnetic response to it," said Jim Fishman, SVP/Group Publisher, AARP Media Sales. "By engaging more than two million people through this offer, it is clear that AARP's members are responsive and engaged consumers and have a high level of interest in the Denny's brand."

About AARP Media Sales

With unparalleled knowledge of 50+ consumers, as well as unique access across multiple media, AARP Media Sales connects marketers to the ever-growing and influential 50+ population. In addition to representing www.aarp.org, AARP's trusted Web portal; AARP The Magazine, AARP's flagship publication with a readership of nearly 35 million readers; AARP Bulletin and AARP Bulletin Today, the daily go-to news source for AARP's nearly 40 million members and Americans 50+; and AARP VIVA, the only bilingual U.S. multimedia property dedicated exclusively to the 50+ Hispanic community, AARP Media Sales also has sponsorships for television, radio as well as national and regional events.

About AARP

AARP is a nonprofit, nonpartisan social welfare organization with a membership that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with nearly 35 million readers; AARP Bulletin, the go-to news source for AARP's millions of members and Americans 50+; AARP VIVA, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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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