



Welcome to America's Diner

March 7, 2011

## David Koechner, Jason Bateman, Will Arnett And Friends "Open Up" In New Web Series From Denny's

**SPARTANBURG, S.C. (March 7, 2011)** - Today, Denny's announced the launch of its new celebrity web series, "[Always Open](#)," featuring comedic one-on-one interviews between actor David Koechner ("Anchorman," "Saturday Night Live" and "The Office") and such celebrities as Jason Bateman, Will Arnett, Amy Poehler, Sarah Silverman, Will Forte and Kristin Bell. Each three-minute episode is an unscripted, no-holds-barred exchange staged at a live, working Denny's restaurant where Koechner gets his celeb guest to "open up" over a couple of signature Denny's meals.

The first episode, available today at [www.collegehumor.com/alwaysopen](http://www.collegehumor.com/alwaysopen), sees Koechner getting up close and personal in a Denny's booth with Bateman. Making random cameos throughout each episode are friendly Denny's employees and customers, enjoying the presence of their favorite celebrities at their favorite restaurant.

"For more than 50 years Denny's has been a place where people come together to enjoy good food and conversation," said Denny's Chief Marketing Officer Frances Allen. "The 'Always Open' series utilizes celebrities to draw attention to the kinds of dialog you'll overhear all the time at Denny's - sometimes funny, sometimes heartwarming, but always authentic."

The series was produced in partnership with Bateman and Arnett's company, DumbDumb Productions; entertainment studio Electus; and Denny's advertising agency, Gotham Inc. New episodes will be available every few weeks on CollegeHumor.com, Dennys.com, DumbDumb.com and social media channels including Facebook and YouTube. "We at DumbDumb are excited to be partnering with Denny's in delivering a talent like Dave Koechner within a format that's perfectly suited to showcase his unique comedic slant," said Bateman. "Going forward, we hope that 'Always Open' establishes itself as a natural destination for many of today's top figures in the entertainment industry. Frankly, we think this show is a grand slamwich."

### **About Denny's Corp.**

*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, Honduras, Guam, Puerto Rico and New Zealand. For further information on Denny's, including news releases, please visit the Denny's website at [www.dennys.com](http://www.dennys.com).*

### **About DumbDumb**

*DumbDumb is a digital content and production studio led by Jason Bateman and Will Arnett. By using their well-known comedic tone and sensibility, DumbDumb creates and produces brand-inspired entertainment content that reaches audiences across all forms of social, digital and traditional media. Their goal is to enhance traditional marketing and advertising activities, and ultimately revolutionize the way advertisers connect with their audiences. With the backing and distribution expertise of Ben Silverman's multimedia entertainment studio, Electus, and IAC, DumbDumb is a valuable strategic and creative resource for brands looking to harness the power of entertainment and humor. For more information about DumbDumb, visit [www.DumbDumb.com](http://www.DumbDumb.com).*

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