



Welcome to America's Diner

March 8, 2011

Denny's Calls Out "Man V. Food" Star Adam Richman

\$2 \$4 \$6 \$8 Value Menu Challenge Comes with Monetary Pledge to Special Olympics

SPARTANBURG, S.C. (March 8, 2011) - Denny's, America's diner for more than 50 years, has issued a special challenge to "Man v. Food" star Adam Richman, daring him to prove he can eat \$40 worth of items off Denny's all-day, every-day \$2 \$4 \$6 \$8 Value Menu.

The throw-down, which was issued today via [Facebook](#) and [Twitter](#), was accompanied by a pledge from Denny's to donate \$12,468 to Special Olympics, a leader in the field of intellectual disability and the world's largest movement dedicated to promoting respect, acceptance, inclusion and human dignity for that population.

Denny's popular \$2 \$4 \$6 \$8 Value Menu will offer Richman 16 mouthwatering dishes to choose from, with thousands of possible combinations to reach the \$40 total. The idea behind the challenge is to showcase not only the array of menu items available - from the \$2 Stack of Pancakes to the \$8 Bacon Chipotle Skillet - but also demonstrate the tremendous value \$40 can represent at Denny's.

Denny's is urging Facebook followers to ['Like'](#) its challenge to show Richman how much the public at large would like to see him take on the \$2 \$4 \$6 \$8 Value Menu. The company will leave the post up until March 17th to get as many 'Likes' as possible, and is encouraging Denny's and "Man v. Food" fans to spread the word via Facebook and Twitter.

"Adam has tackled everything from a 72-ounce steak to an 11-pound pizza, but he's never met a challenge like Denny's \$2 \$4 \$6 \$8 Value Menu," said Denny's Vice President of Marketing John Dillon. "With \$40 you can order anywhere from five to as many as 1,214,398 items - enough food to feed an army, or one TV host with a very healthy appetite."

So the question remains: Will Richman be brave enough to take on the tasty challenge and uphold his reputation as America's favorite food fanatic?

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.

About Special Olympics

Special Olympics is an international organization that changes lives by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to nearly 3.5 million athletes in over 170 countries in all regions of the world, providing year-round sports training, athletic competition health screenings, and other related programs. Special Olympics now takes place every day, changing the lives of people with intellectual disabilities in all regions of the world and in community playgrounds and ball fields in every small neighborhood's backyard. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage and experience joy and friendship. Visit Special Olympics at www.specialolympics.org.

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