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Denny's Named Inaugural Leader In Kids Livewell Nutrition Program

WASHINGTON, D.C. (July 13, 2011) - Denny's today announced they have been selected by the Kids LiveWell program as an Inaugural Leader. The nationwide initiative, created by the National Restaurant Association in collaboration with HealthyDiningFinder.com, has noted two dishes on Denny's Kids Menu - Denny's Junior Build Your Own Grand Slam and Spaghetti Plate - that meet the Kids LiveWell nutritional guidelines and promote the importance of making healthy food choices. The dishes will be featured at today's Kids LiveWell Event in Washington, D.C.

Denny's Junior Build Your Own Grand Slam®, a paired down version of the adult-sized classic, packs the protein and fiber growing kids need to tackle the day - complete with one scrambled egg white, two slices of delicious turkey bacon, hash browns and a small apple juice. The Spaghetti Plate - featuring spaghetti noodles topped with marinara sauce a side of steamed broccoli and a piece of garlic bread - provides a wholesome meal without excessive sodium, sugar or fat.

Denny's highlighted dishes provide better-for-you menu options and meet dietary guidelines which include a meal at 600 calories or less with a paired side at 200 calories or less.

"Accessibility to nutritious menu options that don't compromise taste, value or variety is an important step to improve the well-being of future generations," said David Coltrin, senior director of product marketing and strategy for Denny's. "We're excited to work with the Kids LiveWell program and showcase healthier alternatives to some celebrated American classics."

Healthier food choices have always been an integral part of Denny's menu. Last month, Denny's launched a wide variety of nutritious eats that are lower in fat and calories, and higher in protein and fiber with a new Fit Fare® menu. From the Harvest Oatmeal Breakfast to the Chicken Avocado Sandwich and the Tilapia Ranchero, Fit Fare® meals and menu items are far from standard fare. The selections of individual items and calorie-conscious meals have been integrated directly into the standard menu making it easy for diners to identify these nutritious dishes. In fact, today, one in five Build Your Own Grand Slams® sold at Denny's contains Fit Fare® options.

"Denny's has been committed to our customers for over 50 years, and we are continuing to look for innovative ways to satisfy their culinary cravings," said John Dillon, vice president of marketing and product development for Denny's. "Our nutritious menu options allow diners to build a delicious meal with healthier alternatives."

The Kids LiveWell initiative underscores Denny's participation in providing consumer choice dining options for a healthier generation.

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

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.

Media Contact:
Rebecca Lynch
Erwin Penland
864-752-4778
rebecca.lynch@erwinpenland.com