September 14, 2011

Denny's Launches New Kids Menu

Healthy New Dishes and Classic Diner Choices Sure to Satisfy All Choosy Kids

SPARTANBURG, S.C. (Sept. 14, 2011) - Denny's has launched an exciting new kids menu loaded with options to please even the pickiest of eaters. With three delicious new dishes and a whole host of activities to keep the kids entertained, eating out is fun for the whole family.

While the menu still offers classic favorites like Chicken Nuggets and Mac & Cheese, Denny's will also introduce three new entrées:

-**Inside Out Grilled Cheese:** A grilled cheese sandwich with melted cheese on the inside and crispy cheese on the outside.
-***Build Your Own Jr. Grand Slam®:*** Kids can pick any three items and make it their own with a choice of two bacon strips, one bacon strip and one sausage link, one egg cooked to order, hash browns, two sausage links, three silver dollar pancakes, sliced toast, two turkey bacon strips or yogurt. Add additional items for 99 cents each.
-***Jr. Smoothies:*** Three delicious flavors to choose from-Groovy Mango, Strawberry Banana Bliss and Sweet Georgia Peach.

"Denny's is committed to offering options for kids that are not only delicious but will give them the fuel they need to tackle the day," said John Dillon, vice president of marketing and product development for Denny's. "Our new kids menu encourages children to make healthy eating choices in a format they will respond to."

The light and easy-to-read menu subtly encourages children to make healthy eating choices by displaying each entrée with a lower-calorie side item like vegetables or Goldfish® Crackers instead of french fries. Logic games such as picture seek, word search and trivia questions are also integrated into the menu to keep children entertained.

The new kids menu items are not only delicious, but nutritious, too. Two dishes off the new menu were given special recognition by the Kids LiveWell program, created by the National Restaurant Association in collaboration with HealthyDiningFinder.com. The Build Your Own Jr. Grand Slam® is a paired down version of the adult-sized classic and packs the protein and fiber all growing kids need - 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 bread - provides a wholesome meal without excessive sodium, sugar or fat.

The recommended daily calorie intake for children is between 1,600 - 2,500 a day*, and Denny's healthy kids dishes ensure that eating out needn't surpass or even come close to exceeding calorie requirements, with the Spaghetti Plate coming in at 270 calories (without side) and the Build Your Own Jr. Grand Slam® at 332 (including drink).

"We are proud to offer kids entrees that are not only healthy choices but that remain true to our signature classic diner meals," said David Coltrin, senior director of product marketing and strategy for Denny's.

For more information about Denny's menu items and other news, 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.

*Above statistics from www.kidshealth.org

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