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Denny's Corporation Selects Casanova Pendrill as New Hispanic Agency

SPARTANBURG, S.C., Sep 26, 2011 (BUSINESS WIRE) -- Denny's Corporation (NASDAQ: DENN) announced today that Casanova Pendrill will become its new Hispanic agency of record effective October 2011. Casanova Pendrill, a leading integrated Hispanic advertising agency based in California, will handle all creative duties targeting the Hispanic audience for the national diner and will provide strategic counsel under the direction of Denny's for its corporate and franchised restaurants.

"Casanova Pendrill demonstrated a true understanding of our 'America's Diner is Always Open' brand positioning and how to communicate that in a meaningful way to our Hispanic guests," commented Frances Allen, chief marketing officer of Denny's Corporation. "The Hispanic community represents an important part of our guest demographic and the team at Casanova Pendrill impressed us with their strategic insights on how to effectively reach this group during our open search process. We welcome them to the Denny's team and look forward to integrating their efforts into our overall marketing strategy to position ourselves as America's Diner."

Ingrid Otero-Smart, president and chief executive officer of Casanova Pendrill added, "We are proud to become a part of the Denny's team and look forward to executing our proposed strategy alongside current brand initiatives. Denny's is an iconic American brand with a tremendously loyal following and we look forward to helping broaden the brand's recognition and engagement among key Hispanic consumers."

Casanova Pendrill is a full service integrated Hispanic marketing agency and will handle Hispanic strategy and creative development for Denny's.

About Denny's Corporation

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 http://www.dennys.com.

About Casanova

Casanova Pendrill is one of the leading Hispanic integrated communications agencies in the U.S. Founded in 1984, the company is headquartered in Costa Mesa, CA with a full-service office in NY, and handles Hispanic advertising and integrated communications services for Fortune 500 clients like General Mills, Nestlé, Kohl's, U.S. Army, and the California Lottery, among others. Casanova has been affiliated with Interpublic Group of Companies since 1999.

SOURCE: Denny's Corporation

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