

Applebee's Asks Guests If They're Ready for Their 15 Seconds of Fame

Chain Looks to Build Upon Successful 'Real Videos' Campaign

LENEXA, KS -- If you've ever enjoyed a riblet-eating contest at Applebee's, celebrated a special occasion, or laughed so hard with friends that the table next to you wanted to know what you were having, then today's your lucky day! Applebee's wants to make you a star!

Applebee's Neighborhood Grill & Bar restaurants is inviting its guests to send in videos that capture the great times they've had at Applebee's. The videos that are most entertaining, and reflect the unique attributes that make Applebee's America's neighborhood gathering place may be included in Applebee's national television advertising. So whether it's a surprise family celebration, complete with a Triple Chocolate Meltdown, or a night out with friends enjoying Perfect Margaritas, Applebee's wants to see what you've got!

In March, Applebee's began using real-life videos in its new national advertising campaign, "It's a Whole New Neighborhood." The response from guests has been so positive, the company decided to launch a new "talent search." Guests are encouraged to capture their best Applebee's moments at any of the nearly 2,000 Applebee's worldwide and submit them online at www.applebees.com/realvideos.

"Applebee's is a familiar part of just about every neighborhood across the country and our guests trust us to make their special days and casual gatherings memorable," said Julia Stewart, acting president of Applebee's. "We're honored that guests choose Applebee's for their most important occasions and we look forward to receiving videos that capture the essence of Applebee's: family, friends, and neighbors coming together over great food and drink in a fun and friendly atmosphere."

About Applebee's

Applebee's Services, Inc., headquartered in Lenexa, Kan., and its affiliated companies franchise and operate restaurants under the Applebee's Neighborhood Grill & Bar brand, the largest casual dining concept in the world. Applebee's is a wholly owned subsidiary of IHOP Corp. (NYSE: IHP). As of March 31, there were 1,986 Applebee's restaurants operating system-wide in 49 states, 17 international countries and one U.S. territory, of which, 511 were company owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

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