

Applebee's Names Angela S. Hornsby Vice President, Human Resources

LENEXA, KS -- Applebee's Services, Inc. today announced the hiring of Angela S. Hornsby as vice president, human resources. Hornsby, as a member of the senior executive team, will provide strategic leadership for the Company's human resources efforts including people and performance practices, talent management, leadership development, and organizational design and development. Hornsby's appointment is effective November 11, 2008, and she will report directly to Applebee's president, Mike Archer.

Hornsby possesses more than 12 years of human resources leadership experience including serving as vice president, human resources and vice president, learning and development for casual restaurant company T.G.I. Friday's. In addition to her human resources experience, Hornsby also has an extensive background in hospitality operations, including her most recent post as vice president, operations west division for T.G.I. Friday's.

Hornsby is the recipient of numerous honors for her work from leading restaurant industry authorities, including the 2007 Motivator of the Year award at the Elliot Leadership Conference. The award recognizes individuals that are pioneering the way and setting new standards of excellence in the area of human resources. She was also recognized by the Women's Foodservice Forum with the Emerging Leader award in 2005.

"We are excited that Angela is joining Applebee's as we embark upon a multi-year, multi-faceted strategic revitalization of the brand which will benefit from her cultural leadership abilities," said Mike Archer, Applebee's president. "Angela has specific strengths in the areas of change management and organizational development, and this will enable her to play a key role in crafting brand strategy."

About Applebee's Services, Inc.

Applebee's Services, Inc. and its affiliates, franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and is a DineEquity, Inc. (NYSE: DIN) brand. As of September 30, 2008, there were 1,997 Applebee's restaurants operating system-wide in 49 states, 17 international countries and one U.S. territory, of which 480 were company-owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

Forward-Looking Statements

There are forward-looking statements contained in this news release. They use such words as "may," "will," "expect," "believe," "plan," or other similar terminology. These statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results to be materially different than those expressed or implied in such statements. The Company cautions evaluation of such forward-looking information in the context of factors discussed from time to time in the news releases, public statements and/or filings by the Company's parent, DineEquity, Inc., with the Securities and Exchange Commission, especially the "Risk Factors" sections of Annual and Quarterly reports on Forms 10-K and 10-Q. Forward-looking information is provided by the Company pursuant to the safe harbor established under the Private Securities Litigation Reform

Act of 1995 and should be evaluated in the context of these factors. In addition, the Company disclaims any intent or obligation to update these forward-looking statements.

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