

Guests Win Big When Applebee's(R) & ESPN Hook Up for Football on Mondays

Watch Football at Applebee's, Check in via Facebook Places for a Chance to Win an ESPN Experience Package; Plus 600 Instant Winners Will Win Applebee's Digital Gift Cards

LENEXA, KS -- The next best thing to online chats with virtual friends about football is hanging out with them in person at your neighborhood Applebee's, where this fall, you can instantly win great prizes including Applebee's gift cards while rooting on your favorite team.

With its **Check-In and Win** sweepstakes and instant win contest, Applebee's will make the game-watching experience on Mondays extra exciting this year. By checking into Applebee's via a scan of a QR code and Facebook Places, guests have a chance to win Applebee's Digital Gift Cards instantly (600 winners with \$5, \$10 and \$20 denominations) and one lucky winner will win a once-in-a-lifetime trip to New York City and ESPN headquarters in Bristol, Conn., for a behind-the-scenes ESPN Experience package. There is no purchase necessary to enter and win.

The full ESPN Experience package includes a three-day/two-night trip for two to New York City and Bristol, Conn.; tour of ESPN studios; \$200 merchandise from the ESPN store; and \$200 Applebee's gift card to enjoy dinner in New York City.

Here's how it works, guests:

1. Each week during football season, visit your local Applebee's on Monday evenings for ESPN's *Pre-Game Show* before the big game.
2. Scan the in-restaurant QR code or launch the **Check-In and Win** (apbcheck.in) from your smartphone to check in via Facebook Places, during ESPN's *Pre-Game Show* and the Monday evening game.
3. Once registered, you'll have the chance of an instant win prize and will be entered into the drawing for the grand prize and have an opportunity to win an instant win prize.
4. Enjoy great food and beverages while enjoying the game on high definition flat screen TVs.

"Football season is that rare time of year when people actually look forward to Mondays," said Ed Erhardt, president, customer marketing and sales for ESPN. "ESPN and Applebee's are making Mondays even better with the Check-In and Win contest, and we look forward to hosting one lucky winner in Bristol for a very special behind-the-scenes tour of the ESPN studios."

Applebee's is the place to catch all the gridiron action this season with traditional grill and bar, game-day fare including its 100 percent, fresh ground chuck Applebee's Realburgers®, Ultimate Trios™ appetizer sampler, Signature Sirloin or Double-Glazed Baby Back Ribs. Applebee's also serves a variety of local and regional seasonal beer selections and popular signature drinks such as Main Street 'Ritas® or the signature Perfect Margarita, available in six great flavors.

"Applebee's is a great place to watch football with friends cheering -- or booing -- and enjoying great food and drinks," said Mike Archer, president, Applebee's Services, Inc. "This program makes the game-watching experience even more fun at Applebee's."

Guests should check with their neighborhood Applebee's for other game day specials.

The Check-In and Win sweepstakes' three-day/two-night trip for two includes airfare, hotel and ground transportation. Official rules are online at http://www.applebees.com/docs/checkin_and_win_officialrules.pdf.

About Applebee's

Applebee's (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 15 countries and one U.S. territory. Based in Lenexa, Kan., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

MEDIA CONTACTS: DFPR Derek Farley 704-941-7353 **Email Contact** Tom Beyer: 480-358-8135 **Email Contact**

<http://news.applebees.com/2011-09-12-Guests-Win-Big-When-Applebees-ESPN-Hook-Up-for-Football-on-Mondays>