

# Applebee's(R) to Review Creative Advertising AOR Agency Account

LENEXA, KS -- Applebee's Neighborhood Grill & Bar® (NYSE: DIN), the world's largest casual dining chain, announced today it intends to place its national U.S. creative advertising account in review.

America's favorite neighborhood restaurant spends more than \$100 million annually on advertising, including national TV spots, local advertising and an ever-growing social media presence.

Following a comprehensive search and selection process with the counsel of Morgan Anderson Consulting, New York, N.Y., Applebee's expects to conclude its agency review by the end of the first quarter, 2012.

Applebee's current agency is McCann, New York, N.Y.

"Applebee's recognizes the contributions that have been made by McCann over the years and what they've helped us accomplish," said Becky Johnson, senior vice president, marketing and culinary, Applebee's Services, Inc. "We've made significant changes to our food, beverage, menu, buildings and marketing communications in the past year. Given those changes -- and the ever-shifting consumer landscape -- we need to continue to evolve how we grow the health of our brand."

Applebee's media agency, Universal McCann, is not affected by this review and will continue in its current capacities.

## About Applebee's

Applebee's ([www.applebees.com](http://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.

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