

Applebee's(R) Has Your Holiday Bonus: A Free \$10 Bonus Card With Purchase of Every \$50 in Applebee's Gift Cards

Study Finds 62 Percent of People Plan to Buy Gift Cards This Holiday Season; Applebee's Gift Cards Offer Value, Convenience and Choice, Making Them Perfect for the Holidays

KANSAS CITY, MO -- With Applebee's Gift Cards, holiday bonuses are not a thing of the past.

Applebee's today announced the return of a FREE \$10 Bonus Card for the 2011 gift-giving season. With the purchase of every \$50 in Applebee's Gift Cards, in-restaurant guests receive a \$10 Bonus Card -- a 20 percent value. Applebee's Bonus Cards are available only in participating Applebee's restaurants for a limited time.

Expert sources predict a robust season for Gift Cards. Gift cards continue to be one of the most popular holiday gifts with 62 percent of people saying they plan to buy a gift card this holiday season, according to a recent Consumer Reports Holiday Shopping Poll. Additionally, 44 percent of respondents feel that getting a good deal is more important than it was last year. Applebee's was recently named tops for overall value in an annual consumer restaurant chain survey conducted by Market Force Information.

"Giving Applebee's Gift Cards is a sure hit because of their value and the experience they create for family and friends," said Bridget Moen, director, gift cards, Applebee's Services, Inc. "You can treat your friends and family to a memorable meal in the neighborhood and pass along, or keep, the bonus card."

Applebee's Gift Cards are available in a variety of different styles and themes, including patriotic, holiday, sports and Girls' Night Out. Applebee's Gift Cards are accepted at nearly 1,800 U.S. locations, have no expiration dates, no hidden fees (such as inactivity charges) and offer an easy way to **check card balances online**.

Bonus Cards will be available at participating Applebee's through Dec. 31, 2011 and are redeemable through Feb. 19, 2012.

For more information about Applebee's Gift Cards with Bonus Cards, visit your **neighborhood Applebee's** or www.applebees.com.

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 Kansas City, Mo., 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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