

Applebee's(R) Names Steven Layt Senior Vice President of Operations

Experienced Restaurant Industry Executive to Oversee Operations

KANSAS CITY, MO -- Applebee's Services, Inc. announced today that Steve Layt has been named senior vice president, operations. In this role, Layt will provide strategic direction and focus on day-to-day management of domestic operations for the casual-dining brand. Layt will report directly to Applebee's president, Mike Archer.

As a 23-year veteran of the foodservice industry, Layt has held a number of executive positions during his career. Most recently, he was chief operating officer and executive vice president of Buffets Holdings, Inc. As COO and EVP of Buffets Holdings, Layt significantly improved the Guest Satisfaction Index while increasing margins. Prior to Buffet Holdings, Inc., he served as franchise head coach for Yum! Brands' Pizza Hut Division in the eastern United States.

"Steve will bring a tremendous blend of experience and fresh thinking to our brand," said Archer. "Applebee's is in the midst of a system-wide revitalization initiative, updating everything from our menu to our buildings. Steve's leadership will help guide the brand during a critical time in our growth."

Layt earned his undergraduate degree at Southern Cross University in Lismore, NSW, Australia.

ABOUT APPLEBEE'S SERVICES, INC.

Applebee's (www.applebees.com) is the world's largest casual dining chain, with more than 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 Services, Inc., and its affiliates franchise and operate restaurants under Applebee's Neighborhood Grill & Bar® and are a DineEquity, Inc. (NYSE: DIN) brand.

Media Contacts: Nancy Mays Applebee's Services Inc. 818-859-3879

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