

## **Applebee's(R) Finds Americans Are More Nice Than Naughty This Holiday Season**

### **According to a Recent Poll Conducted Among Facebook(R) Users, 56 Percent of U.S. Adults Who Get a Free Gift With a Purchase Give It Away or Donate It vs. Keeping It for Themselves**

KANSAS CITY, MO -- Being good for goodness' sake is still in style.

Applebee's found that most U.S. adults are more nice than naughty when they get a free gift along with a purchase.

In fact, according to a recent poll conducted among Facebook users, 56 percent of U.S. adults polled who have received a freebie with a purchase say they either give the free gift to a friend or family member or donate it.

Women, according to the poll, are especially nice. Sixty-three percent of women say they pay it forward vs. 47 percent of men.

Applebee's recently 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 and a perfect stocking stuffer to spread some extra joy over the holidays.

"When you're making your list and checking it twice, remember that everyone wins with Applebee's Gift Cards and Bonus Cards," said Bridget Moen, Director, Gift Cards, Applebee's Services, Inc. "They're perfect for friends, family and neighborhood heroes like teachers or fire fighters. And with four shopping days left until the big holiday, what are you waiting for?"

The majority of Americans say they want to receive a restaurant gift card for the holidays this year. Research from the National Restaurant Association shows that 59 percent of Americans say a restaurant gift card is on their final wish list. And with Applebee's being named tops for overall value in an annual consumer restaurant chain survey conducted by Market Force, Applebee's Gift Cards and Bonus Cards will be a sure hit for everyone on your list.

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 more than 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.

Applebee's Bonus Cards are available only in participating Applebee's restaurants until December 31, 2011, and are redeemable through February 29, 2012. For more information about Applebee's Gift Cards with Bonus Cards, visit your neighborhood Applebee's or [www.applebees.com](http://www.applebees.com).

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 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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