

Applebee's(R) Digital Gift Cards Provide Perfect Solution for Holiday Shopping Procrastinators

Give Instantly, Get Instantly, Share Instantly With Applebee's Digital Gift Cards

KANSAS CITY, MO -- With three shopping days to go, procrastinators can turn panic into paradise with Applebee's Digital Gift Cards, which can be sent, received and shared instantly, even personalized, at the 11th hour or anytime.

"No time? No problem," said Bridget Moen, Director, Gift Cards, Applebee's Services, Inc. "You can still treat your loved ones with the opportunity to connect with friends over a great meal in the neighborhood because last-minute holiday shopping in the virtual neighborhood is as easy as point, click and give."

Applebee's Digital Gift Cards allow people to buy and send personalized electronic gift cards 24/7 online via Applebees.com and [Applebee's Facebook Fan Page](#). They are the ultimate in convenience and customization, allowing gift givers to personalize the card with everything from a photo to a personally recorded message. The full line-up of features for Applebee's Digital Gift Cards includes:

- Convenience - 24/7 365 purchase availability
- Customization - choose from a variety of card designs, add a personal message, even audio recording
- Instantaneous - deliver it real-time; or, you can also set up for timed/future delivery
- Text notification - create extra excitement by texting the recipient's mobile phone & letting them know about the gift
- Cost-effective - no fees, no expiration dates, no shipping or handling; works the same as a plastic card without the shipping & handling
- Digital delivery - deliver a digital gift card right to the recipient's e-mail address
- Applebees.com OR Facebook - buy and send at www.applebees.com and on [Applebee's Facebook Fan Page](#); post on Facebook®

All of this is great news for procrastinators and the majority of Americans who 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 named tops for overall value in an annual consumer restaurant chain survey conducted by Market Force, Applebee's Digital Gift Cards are a sure thing for everyone.

For more information or to buy Applebee's Digital Gift Cards visit www.applebees.com or [Applebee's Facebook Fan Page](#).

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.

MEDIA CONTACT: DFPR Derek Farley 704-941-7353 [Email Contact](#) Tom Beyer 480-358-8135 [Email Contact](#)

<http://news.applebees.com/2011-12-22-Applebees-Digital-Gift-Cards-Provide-Perfect-Solution-for-Holiday>