

Applebee's® Finds More than Seventy Percent of Basketball Smack Talkers are Women

Talking Smack Means Winning Big for Applebee's Facebook Fans

KANSAS CITY, Mo.--(March 27, 2012)--Upsets and underdogs have rendered many tournament brackets dead, but **Applebee's** reports that online trash talking is alive and well in college basketball.

And, guess who's talking the most smack? Women have posted 71 percent of the nearly 50,000 shout-outs and hundreds of photos uploaded to **Applebee's Fan Fanatics Facebook page**. The online contest rewards college basketball's biggest fans with Applebee's gift cards.

"Our female Fan Fanatics are dishing it out online far more often than men," said Jill McFarland, senior manager of digital and social media for Applebee's Services, Inc. "We've given away thousands in Applebee's gift cards and the smack talk is in high gear heading into the final games. Even if your bracket is busted and your team is out, you can still compete and win with Fan Fanatics."

College basketball fans can accumulate points for Fan Fanatics by visiting **Applebee's main Facebook fan** page as well participating sites among the nearly 1,500 local Applebee's Facebook fan pages. Applebee's is rewarding Fan Fanatics for:

- Shout outs: One (1) point every time a Fan Fanatic sends a post
- Photo uploads: Ten (10) points for every photo a Fan Fanatic uploads
- Tweets: One (1) point each time a Fan Fanatic tweets about their team

Applebee's will continue rewarding top fans with gift cards following each round of the basketball tournament. Gift cards of \$250 await those in the final round and the overall winner will receive a \$500 Applebee's gift card following the April 2 college basketball championship.

Fans can watch all tournament games live at nearly 1,900 Applebee's nationwide, most of which are open until midnight or later. Guests may enjoy ample bar seating, flat screen televisions and game day specials.

No purchase necessary to win. To view official contest rules, visit the **Fan Fanatics** Facebook 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, 16 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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