

Drinks on You! Applebee's New eGift Cards Enable Social Media Parties

New Group Gifts, Animated Deliveries and Discounts Ready for the Holidays

KANSAS CITY, Mo. -- Starting this month, social media users and others can send each other beers, cocktails and food items as gifts via a growing number of gift card options and features from **Applebee's Neighborhood Grill & Bar®**.

Applebee's has re-designed its gift card experience for both senders and receivers of gift cards that are redeemable at nearly 2,000 Applebee's locations across the country.

The new features enable those sending cards to custom-design their cards by occasion, send a delivery animation that electronically "unwraps" the card to reveal the amount, or add a personal photo, video or audio message and schedule its delivery.

"Gift cards don't have to be boring," said Applebee's Senior Vice President of Culinary and Marketing Darin Dugan. "In addition to delicious food and drinks, these new features will surprise and delight recipients while bringing friends together for a few laughs."

Also new is a group gifting option supplied by Applebee's partner eGifter. This feature enables a group of friends to add dollars to a collective card, or to contribute by adding menu items like a beverage, a desert or an entrée. A new "photo book" option enables senders to assemble animated "pages" with multiple photos.

In addition to the new gifting features the site supports corporate gift giving, and other features like checking a balance on a card.

The new cards are available in time for the holidays and will be launched with a promotion to "buy a \$50 card and get a free \$10 Bonus card" through the end of the year. Cards are available at www.applebees.com/gift-cards.

The Applebee's Brand

Applebee's 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, Missouri, Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® restaurants are franchised or operated by DineEquity's wholly-owned subsidiary, Applebee's International, Inc. and its affiliates.

About eGifter

eGifter revolutionizes the act of gift giving with a social and mobile gifting platform designed to create a fun experience for consumers, while helping retailers unlock the viral potential of gift giving in social spaces. eGifter is based in New York and was founded in 2011 by a group of proven tech entrepreneurs. To learn more about eGifter and their social and mobile group gifting platform,

visit www.eGifter.com/Retailers/. Try it out at www.eGifter.com, or download the mobile app from iTunes or Google Play.

Contacts

Crossroads

Kelli Hindes, 972-978-3803

khindes@crossroads.us

or

For Applebee's

Tom Linafelt, 913-890-0370

Tom.Linafelt@dineequity.com

<http://news.applebees.com/2014-12-04-Drinks-on-You-Applebees-New-eGift-Cards>