

Applebee's® Neighborhood Grill + Bar Teams Up with Alex's Lemonade Stand Foundation with the Goal of Raising \$1 Million to Help Fight Childhood Cancer

More Than 1,000 Applebee's Restaurants Nationwide Will Fundraise to Help Their Smallest Neighbors in their Fight Against Cancer

GLENDALE, Calif., June 21, 2017 /PRNewswire/ -- Beginning Monday, June 26, 2017, more than 1,000 Applebee's® Neighborhood Grill + Bar restaurants nationwide will team up with Alex's Lemonade Stand Foundation to take a stand against childhood cancers in a month-long fundraising campaign. Since 2005, Applebee's restaurants have raised more than \$7 million to fund childhood cancer research and hope to raise \$1 million this year alone to help children battling this disease and their families. Participating Applebee's restaurants across the country will raise funds for the Foundation in a variety of ways, including donating portions of lemonade sales, selling paper lemons and hosting a series of fundraising events in their communities for guests who would like to support the Foundation.

Alex's Lemonade Stand Foundation was established in 2005 to continue the mission of four-year-old Alex, who while fighting her own battle against cancer, set up a lemonade stand to help raise money for "doctors to find a cure" for all childhood cancers.

"Alex's Lemonade Stand Foundation and its cause are close to everyone in our Applebee's family, and I am incredibly proud and inspired to see how our local communities – Applebee's guests, team members and franchisees – have been coming together year after year to support this charity," said John Cywinski, president, Applebee's. "Being part of the battle against childhood cancer is a way for us to make an important and impactful difference in our neighborhoods. I look forward to our combined efforts in continuing to build awareness and raise money in the name of Alex and all of the children and families battling this disease."

"Applebee's has been a valued partner since the start of the Foundation," said Liz Scott, co-executive director, Alex's Lemonade Stand Foundation and Alex's mom. "We are very thankful for the commitment and contributions from Applebee's team members and guests which all help to make my daughter's wish of finding a cure closer to coming true."

The campaign will run from Monday, June 26 through Sunday, July 30. While participation and activities vary by location, a sample of the ways guests can support Alex's Lemonade Stand Foundation in Applebee's restaurants nationwide include:

- Purchase lemon-shaped pin-up cards in \$1 and \$5 increments
 - Guests get a \$5 bounce back card for donations of \$5 or more redeemable at Applebee's restaurants from July 31, 2017 through August 31, 2017



- Purchase a Lemonade Quencher made with real fruit or other frozen or flavored Lemonade refreshment to have a portion of the proceeds donated
- Participate in local events such as lemonade stands, golf tournaments, donation nights and more.

Visit Applebees.com to find your local restaurant and inquire about participation.

About Applebee's®

Applebee's Neighborhood Grill & Bar offers a lively casual dining experience combining simple, craveable American fare with flair, classic drinks and local drafts. All Applebee's restaurants are owned and operated by entrepreneurs dedicated to serving their communities and offering quality food and drinks with genuine, neighborly service. Applebee's is one of the world's largest casual dining brands; as of March 31, 2017, there are approximately 2,000 Applebee's franchise restaurants in all 50 states, Puerto Rico, Guam and 15 other countries. Applebee's is franchised by subsidiaries of DineEquity, Inc. [NYSE: DIN], which is among the world's largest full-service restaurant companies.

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About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$140 million toward fulfilling Alex's dream of finding a cure, funding over 690 pediatric cancer research projects nationally. For more information on Alex's Lemonade Stand Foundation, visit AlexsLemonade.org.

Forward-Looking Statements

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by words such as "may," "will," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. These factors include, but are not limited to: the effect of general economic conditions; the Company's indebtedness; risk of future impairment charges; trading volatility and the price of the Company's common stock; the Company's results in any given period differing from guidance provided to the public; the highly competitive nature of the restaurant business; the Company's business strategy failing to achieve anticipated results; risks associated with the restaurant industry; risks associated with locations of current and future restaurants; rising costs for food commodities and utilities; shortages or interruptions in the supply or delivery of food; ineffective marketing and guest relationship initiatives and use of social media; changing health or dietary preferences; our engagement in business in foreign markets; harm to our brands' reputation; litigation; fourth-party claims with respect to intellectual property assets; environmental liability; liability relating to employees; failure to comply with applicable laws and regulations; failure to effectively implement restaurant development plans; our dependence upon our franchisees; concentration of Applebee's franchised restaurants in a limited number of franchisees; credit risk from IHOP franchisees operating under our previous business model; termination or non-renewal of franchise agreements; franchisees breaching their franchise agreements; insolvency proceedings involving franchisees; changes in the number and quality of franchisees; inability of franchisees to fund capital expenditures; heavy dependence on information

technology; the occurrence of cyber incidents or a deficiency in our cybersecurity; failure to execute on a business continuity plan; inability to attract and retain talented employees; risks associated with retail brand initiatives; failure of our internal controls; and other factors discussed from time to time in the Company's Annual and Quarterly Reports on Forms 10-K and 10-Q and in the Company's other filings with the Securities and Exchange Commission. The forward-looking statements contained in this release are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.

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Bar

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