



Welcome to America's Diner

April 11, 2012

Jessica Biel, Maya Rudolph And Andy Richter Are Some Of The Next To "Open Up" In Denny's Latest Celebrity Web Series

SPARTANBURG, S.C. (April. 11, 2012) - [Denny's](#) popular "[Always Open](#)" videos are back for 2012 with an impressive celebrity cast. Featuring comedic one-on-one interviews, "host" David Koechner ("Anchorman," "Saturday Night Live" and "The Office") is joined by Jessica Biel, Maya Rudolph, Andy Richter, Christina Applegate, Dax Shepard and Chris Pratt as they take their seat in the Denny's booth, ready for some open conversation.

Following the success of the "[Always Open](#)" web series in 2011, each three-minute episode features Koechner getting his celeb guest to open up as part of the unscripted, anything goes conversations filmed at a working Denny's restaurant.

The first episode, available today on [CollegeHumor.com/alwaysopen](#), sees Koechner going one on one with Jessica Biel where they discuss a variety of comical scenarios including the best techniques for flirting with a yeti and the chances of romance between the pair while stranded up Mount Kilimanjaro. The hypothetical scenarios are all discussed as the pair enjoy a couple of signature Denny's meals. "The 'Always Open' series was a great success last year, drawing more than six million views from diners who loved watching some of their favorite celebrities take part in truly entertaining dialogue at America's Diner," said Frances Allen, chief marketing officer for Denny's. "We hope that the web series' second season will excite and engage our diners once more as they continue to enjoy the good food and open atmosphere at Denny's."

Following the hilarious first installment viewers can look forward to additional episodes as scheduled: Maya Rudolph, May 9; Andy Richter, June 6; Dax Shepard, July 11; Christina Applegate, Aug. 8 and Chris Pratt, Sept. 5.

The series was again produced in partnership with Jason Bateman and Will Arnett's company, DumbDumb Productions, entertainment studio Electus, Denny's advertising agency Gotham Inc. and IPG Mediabrands branded entertainment unit, Ensemble. New episodes will be available every month on [CollegeHumor.com](#), [Dennys.com](#), [DumbDumb.com](#) and social media channels including Facebook and YouTube.

About Denny's Corp.

Denny's is one of America's largest full-service family restaurant chains, currently operating more than 1,600 franchised, licensed and company-owned restaurants across the United States, Canada, Costa Rica, Mexico, Honduras, Guam, Puerto Rico and New Zealand. For further information on Denny's, including news releases, please visit the Denny's website at [www.dennys.com](#).

About DumbDumb

DumbDumb is a digital content and production studio led by Jason Bateman and Will Arnett. By using their well-known comedic tone and sensibility, DumbDumb creates and produces brand-inspired entertainment content that reaches audiences across all forms of social, digital and traditional media. Their goal is to enhance traditional marketing and advertising activities, and ultimately revolutionize the way advertisers connect with their audiences. With the backing and distribution expertise of Ben Silverman's multimedia entertainment studio, Electus, and IAC, DumbDumb is a valuable strategic and creative resource for brands looking to harness the power of entertainment and humor. For more information about DumbDumb, visit [www.DumbDumb.com](#).

About Gotham

A unit of the Interpublic Group of companies, Gotham Inc. is a full service advertising agency based in New York. Servicing the integrated communication needs of top tier brands across multiple categories, Gotham clients include: Denny's Best Western, Maybelline and Newman's Own. For more information, visit [www.gothaminc.com](#).

About Ensemble

Ensemble is the branded entertainment arm of IPG Mediabrands. Ensemble develops and executes content solutions that advance the marketing objectives of brands by tapping the power of entertainment to more deeply engage consumers. Ensemble works across all platforms, including digital video, TV, film and music. Through collaborations with the content and production communities, and partnerships with Mediabrands agencies, Ensemble provides full-service capabilities in the development and distribution of original content. Created by IPG (NYSE: IPG) to manage all of its global media-related assets, IPG Mediabrands employs 6,500 communications specialists operating in 90 countries and manages \$34B in global media billings.

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