



Welcome to America's Diner

June 5, 2012

## Denny's Invites Guests on a Tour of America With New Mobile App

### America's Diner extends a digital challenge to celebrate the launch of limited time new menu

**SPARTANBURG, S.C. (JUNE 5, 2012)** - This summer, [Denny's](#) is throwing down the gauntlet with their "50 State Challenge" - an exciting, interactive race across America offering one lucky guest the chance to win multiple loyalty-based rewards including free Grand Slams® for life. The launch of the challenge kicks-off Denny's new [Tour of America](#) menu featuring new craveable regional specialties from across the country.

To participate in the "50 State Challenge" diners can check-in at Denny's locations across the country using the new mobile app, available for Droid and iPhone users via the [Google Play Store for Android Apps](#) or the [Apple App Store](#). The challenge will be live on the app for one year and for every check-in during this time users will unlock a digital state souvenir and a variety of badges that deliver exciting rewards, special in-store offers and redeemable coupons.

Guests are rewarded for visiting as many Denny's as possible, gathering milestone prizes the more check-ins they accrue. Milestone prizes get bigger and better the more states visited, and the first diner to check into a Denny's in all 50 states will win the ultimate prize of Grand Slams® for life. Dedicated diners can take on the challenge alone or team up with two other friends to tackle check-ins together, where they will win free Grand Slams® for a year for completing the contest.

The handy app also offers the same great functionality as the Denny's website, allowing users to view the full core menu, the new Tour of America menu, find their nearest Denny's location, check out the latest specials and discover full nutritional information of all the diner's menu items.

"We're very excited about the launch of our first mobile app which offers our diners even more ways to connect with Denny's wherever they are in the country," said John Dillon, vice president of marketing and product development for Denny's. "The return of our 'Tour of America' menu seemed like the perfect time to celebrate the launch of the app and set the '50 State Challenge' so that our diners travelling during the summer or enjoying a staycation with their family can get the same Denny's value and satisfaction wherever they are in the country, while gaining some great prizes along the way!"

Launched nationwide on June 5, Denny's limited-time Tour of America' menu is back with seven delicious regional specialties. The **Midwestern Meat and Potatoes Sandwich** and the **Philly Cheesesteak Omelette** are back by popular demand and five new celebrated state dishes debut including: **Brooklyn Spaghetti & Meatballs**, **Southern Slam**, **Malibu Fish Tacos**, **Florida Sunshine Salad** and **Red, White & Blue Pancakes Breakfast**.

Diners with a sweet tooth may enjoy Denny's new **Strawberry Pancake Puppies® with Cream Cheese Icing** or the deliciously indulgent **Apple Crisp Milk Shake Parfait**, offering the perfect all-American end to any meal. Or for a summer treat refreshing at any time of day, guests can sample the new **Red Raspberry Smoothie**, also available in kid's size.

Launched nationwide on June 5, the "Tour of America" menu is available all day, every day for a limited time only with prices starting at \$5.99. The menu includes breakfast, lunch, dinner and dessert items.

#### **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](http://www.dennys.com).*

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