June 29, 2012

Denny’s Donates Thousands For Hispanic Education At Lulac National Convention

ORLANDO (June 29, 2012) - This morning at the League of United Latin American Citizens' (LULAC) National Convention, Denny's presented a donation in the amount of $5,000 for the LULAC National Scholarship Fund (LNSF). The LNSF is administered by LULAC's education arm, LULAC National Educational Service Centers, Inc. (LNESC), which helps more than 11,000 students reach their educational goals each year. This donation is more than double the donation that Denny's contributed to scholarship fund in 2011.

"Denny's is passionate about supporting our youth's education," said John Miller, chief executive officer of Denny's. "From our *Hungry for Reading* program, which rewards young readers, to our ongoing support of the LULAC National Educational Service Centers Scholarship Fund, Denny's wants to help make our students' futures bright."

On Tuesday, two Denny's diners on West Irlo Bronson Memorial Highway in Kissimmee, just south of Walt Disney World, held LULAC Benefit Nights during which a portion of the evening's sales were contributed to the larger Denny's donation. Hundreds of customers came out to support the fundraiser, including many LULAC members and beneficiaries.

"We are blown away by the generosity of this community and Denny's," said Margaret Moran, president of LULAC. "On behalf of LULAC and the thousands of students who will benefit from these funds, I would like to thank everyone for their support."

In addition to supporting LULAC's educational programs, Denny's own literacy initiative, Hungry for Reading, rewards students for readership. For every 10 books a child reads, parents sign off on a special *Hungry for Reading* bookmark available at participating Denny's and through many school systems nationwide. Once they reach 10 parent signatures, or 10 books read, they receive a free Denny's kid's meal.

Denny's is also a member of the LULAC Corporate Alliance, an advisory board of 35 corporations seeking to foster stronger partnerships with the Hispanic community that provides advice and assistance to the LULAC organization.

About Denny's Corp.

Denny's is one of America's largest full-service family restaurant chains, currently operating 1,680 franchised, licensed, and company-owned restaurants across the United States, Canada, Costa Rica, Mexico, Honduras, Guam, Curacao, Puerto Rico, Dominican Republic and New Zealand. For further information on Denny's, including news releases, please visit the Denny's website at www.dennys.com.

About LNESC:

LULAC National Educational Service Centers, Inc. (LNESC) was established in 1973 by the League of United Latin American Citizens (LULAC) to provide educational programing to high-need students throughout the U.S. and Puerto Rico. Throughout 14 education and technology centers, LNESC has served over 500,000 students, sent 150,00 students on to college, and awarded nearly $20 million in scholarships. LNESC's results are made possible by a network of dedicated field staff, top-notch teachers, over 90 school partners, and the support of LULAC - the nation's largest membership based Latino organization. LNESC works to change lives and build Latino communities, one student at a time. More information about LNESC and its programs can be found at www.LNESC.org.

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