



Welcome to America's Diner

August 9, 2012

## Denny's To Open Flagship Diner In Las Vegas' Neonopolis

### One-of-a-kind restaurant will even feature a wedding chapel

**LAS VEGAS (Aug. 9, 2012)** - Las Vegas is about to get another first. Denny's Corp. plans to open its first flagship diner in downtown Las Vegas in the fourth quarter of 2012. The one-of-a-kind space will be located in [Neonopolis](#), a three-story shopping center in the heart of downtown Las Vegas on historic [Fremont Street](#), and detailed [renderings](#) of the space are now available.

"Denny's is 'Always Open' - 24 hours a day, every day of the year - and there is no question that Las Vegas operates on the same schedule, so this city was a natural fit for a world-class Denny's," said [John Miller](#), Denny's chief executive officer. "With two Denny's diners on The Strip, we knew there was no better place for us to bring our flagship store than to Fremont Street, the heart of downtown and the future of Las Vegas. This location will embody the Denny's of the future, so Neonopolis was a logical location for us."

Featuring a full bar and a line of Denny's branded merchandise available exclusively at this location, the 6,400+ sq. ft. diner will combine the over-the-top eccentricity that Las Vegas is best known for with the authenticity of America's Diner, creating what Denny's executives are calling the "Diner of the Future."

"The diner is the original social network where the community gathers to share and connect with one another," said [Frances Allen](#), Denny's chief marketing officer. "We have integrated that principle throughout this diner from an interconnected architectural design to the free-flowing interior space, creating a sensory experience that will excite and entertain our guests."

Amongst the diner's most entertaining features will be a wedding chapel where guests can say their vows, then cut into a wedding cake made of Pancake Puppies®. Guests can browse through a menu of packaged wedding experiences to create the wild, wacky or romantic diner nuptials of their dreams.

Guests can also pay a visit to an interactive Photo Booth to take fun photos with quintessential Vegas props to document their trip. Denny's has integrated social technology that allows guests to share their photos via various social media platforms directly from the restaurant.

"We expect each of our guests to have an enjoyable and memorable experience each time they visit," Allen added. "Neonopolis Denny's represents the future of America's Diner - one that combines entertainment, technology, relationships and of course, great food at a great price available 24 hours a day every day of the year."

The project team includes world-renowned architect James Wines of [SITE Environmental Design](#) (New York, N.Y.) famous for the Shake Shack located in Madison Square Park, downtown Manhattan; [Architectronix](#) (Orange County, Calif.) and [Dailey & Associates](#) (Greenville, S.C.).

### **About Denny's Corp.**

*Denny's is one of America's largest full-service family restaurant chains, currently operating more than 1,680 franchised, licensed and company-owned restaurants across the United States, Canada, Costa Rica, Mexico, Honduras, Guam, Curaçao, 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](http://www.dennys.com).*

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