



Welcome to America's Diner

November 13, 2012

## Denny's AARP Meal Promotion Engages More Than 15 Million AARP Members

SPARTANBURG, S.C.--(BUSINESS WIRE)--Nov. 13, 2012-- [Denny's](#) discount meal promotion for [AARP](#) members has achieved a record-breaking milestone after engaging more than 15 million AARP members since launching in 2010, demonstrating the importance and powerful influence of the boomer demographic.

Denny's commitment to the 50+ audience, which accounts for more than 45 percent of the restaurant chain's guests, has been strengthened by its three-year relationship with AARP which offers AARP members exclusive dining benefits at Denny's restaurants nationwide. Members age 50+ who show their AARP membership card any day of the week between 4 and 10 p.m. are eligible to receive 20 percent off their entire check. Members and their guests can also purchase a cup of coffee for one dollar per person, 24 hours a day, 365 days a year.

"The boomer demographic is extremely loyal to Denny's and we strive to understand what is important to them as they move into a new stage of their life," said John Dillon, vice president of marketing and product development for Denny's. "Many are becoming grandparents at a later age and even starting new careers, so we want to ensure that we are accommodating them and the next generation of consumers by offering the value and variety they have come to expect from Denny's."

"Denny's was AARP's first restaurant discount provider and is a great example of a brand that understands its customers and knows how to bring value to key demographics," said Angela Jones, senior vice president AARP Services Inc., AARP's wholly owned for-profit subsidiary. "Engaging more than 15 million of our members demonstrates that Denny's offer is highly relevant to AARP members."

In addition to their offering for AARP members, Denny's has a dedicated menu for guests over 55 featuring an extensive offering of the brand's most popular breakfast, lunch and dinner entrées, all offered at a competitive price. Fit Fare® options, including egg whites, chicken sausage and hearty wheat pancakes are also available for substitution at no extra cost to meet the nutritional needs of Denny's older guests.

### **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).*

### **About AARP**

*AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people 50+ have independence, choice and control in ways that are beneficial to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for Americans 50+ and the world's largest-circulation magazine; AARP Bulletin, the go-to news source for the 50+ audience; AARP VIVA, a bilingual lifestyle multimedia platform addressing the interests and needs of Hispanic Americans; and national television and radio programming including My Generation and Inside E Street. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).*

### **About AARP Services, Inc.**

*AARP Services, Inc., founded in 1999, is a wholly-owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP's millions of members. The provider offers currently span health products, financial products, travel and leisure products, and life event services. Specific products include Medicare supplemental insurance; credit cards, auto and home, mobile home and motorcycle insurance, life insurance and annuities; member discounts on rental cars, cruises, vacation packages and lodging; special offers on technology and gifts; pharmacy services; legal services; and long term care insurance. AARP Services also engages in new product development activities for AARP and provides certain consulting services to outside companies.*

Source: Denny's Corp.

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