



Welcome to America's Diner

November 18, 2013

## **Denny's Opens Its First Non-Traditional Military Base Restaurant at Nellis Air Force Base**

### **Army & Air Force Exchange Service to Open and Operate Non-Traditional Locations**

SPARTANBURG, S.C., Nov. 18, 2013 (GLOBE NEWSWIRE) -- Denny's, Inc. (Nasdaq:DENN), franchisor and operator of one of America's largest franchised full-service restaurant chains, today announced that the first non-traditional military base restaurant has been opened at Nellis Air Force Base in Las Vegas, Nevada. The newest Denny's Fresh Express non-traditional location is operated in partnership with the Army & Air Force Exchange Service (AAFES) who operates retail and convenience stores, gas stations, restaurants, theaters, vending and other businesses on military installations in all 50 states, five U.S. territories and more than 30 countries.

John Miller, Denny's President and Chief Executive Officer commented, "We are honored to be partnering with the Army & Air Force Exchange Service to bring the non-traditional format of the 'America's Diner' experience to U.S. military members and their families providing them with our unique combination of everyday value and craveable, indulgent menu items."

Taking advantage of Denny's strong brand awareness, the Company's non-traditional concepts, Denny's Fresh Express and Denny's AllNighter, utilize streamlined menus for locations where convenience and portability are critical. This includes colleges, airports, military installations, hospitals, travel plazas, food courts and other similar locations where Denny's Grand Slam breakfasts are served all day, in addition to satisfying portable menu items for consumers on the go.

Denny's Vice President of Concept Innovation, Greg Powell, added, "Denny's newest Fresh Express location demonstrates the success we are having delivering the Denny's experience in non-traditional formats. We look forward to working with AAFES leadership to support their plans to expand the Denny's brand across their military installation operations."

### **About Denny's**

Denny's is the franchisor and operator of one of America's largest franchised full-service restaurant chains, based on number of restaurants. Denny's currently has almost 1,700 franchised, licensed, and company restaurants around the world with combined sales of \$2.5 billion including 100 restaurants in Canada, Costa Rica, Mexico, Honduras, Guam, Curaçao, Puerto Rico, Dominican Republic, Chile, El Salvador and New Zealand. For further information on Denny's, including news releases, links to SEC filings and other financial information, please visit the Denny's investor relations website at [investor.dennys.com](http://investor.dennys.com).

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