



Welcome to America's Diner

January 9, 2014

Denny's Corporation Captures the Unique Diner Experience With the Evolution of Its America's Diner Campaign

Integrated Campaign Features the Sights, Sounds and Energy of America's Diner With New Tagline, Menus, TV Spots and More

SPARTANBURG, S.C., Jan. 9, 2014 (GLOBE NEWSWIRE) -- Denny's Corporation (Nasdaq:DENN), franchisor and operator of one of America's largest full-service restaurant chains, today launches the next evolution of its *America's Diner* campaign celebrating the 60 year old brand's authentic diner heritage and 'come as you are' atmosphere. The company is embarking on a cross-disciplined campaign to reinforce its position as America's Diner and enhance guests' dining experience with new TV spots, the introduction of monthly features focusing on key brand equities, a redesigned core menu and in-store merchandising with more 'diner relevant' photography and creative, that brings [Denny's](#) back to its diner roots.

"Our guests feel a personal connection to our America's Diner brand positioning, and we really want to bring those feelings to life. This evolution celebrates the classic sights and sounds of a diner —from freshly brewed coffee being poured into a mug to the sizzle of bacon on the grill," said Frances Allen, Chief Brand Officer for Denny's. "Everything we are rolling out with this campaign aims to capture and replicate the warm, unique environment that can only be found at your local Denny's diner, where the sounds from the kitchen and conversations between customers and friendly, spirited servers create that welcoming, familiar feeling that has our guests falling in love with Denny's all over again."

The new "*Slice of Diner*" TV campaign features five new 15 second spots showcasing the energy of a diner and reflecting the cycle that occurs hundreds of times a day in every Denny's across the country. The spots are all punctuated with the ding of the "order up" bell and a friendly, "*Welcome to Denny's*" greeting, evoking the feel of a familiar, comfortable dining experience.

"This campaign truly encompasses Denny's rich diner heritage by successfully conjuring up the feelings of warmth and comfort associated with sharing a meal at a local diner," added Frances Allen. "This evolution of our marketing further honors our 60 years as America's Diner by going back to the basics and reminding the public why we're such an integral part of America's diner history."

Roger Beasley, Chief Strategy Officer of Erwin Penland added: "Our mission with this new campaign is not only to drive restaurant traffic, but to reimagine Denny's as the iconic diner brand that we all know and love. Each "*Slice of Diner*" spot features multiple interactions in the tried-and-true diner cycle — servers greet guests, guests place their orders, cooks fulfill the orders and servers complete the cycle by delivering food to guests. To keep the campaign entirely authentic, all food footage was shot-in restaurant — not in a studio — in a Denny's kitchen. This new brand direction for Denny's is one that we're proud to lead, and we're excited to reconnect all guests, both loyal and new, to America's Diner."

All Denny's locations nationwide will offer monthly 'Chalkboard' features throughout 2014, starting with the \$4 Breakfast Sandwiches in January. Denny's is proud to offer simple, authentic, and fully customizable breakfast, lunch and dinner menu items available 24 hours a day, seven days a week

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.

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CONTACT: Media Contact

Kristina Jorge, ICR: 646-277-1234

Kristina.Jorge@icrinc.com