



WELCOME TO AMERICA'S DINER®

***DENNY'S BRINGS POPULAR DREAMWORKS ANIMATION CHARACTERS TO KIDS MENU NATIONWIDE***

*America's Diner and DreamWorks Animation team up to deliver interactive mealtime entertainment with new menus, DreamWorks COLOR App featuring original content and games*

**SPARTANBURG, S.C. (April 1, 2015)** – [Denny's](#), America's iconic family diner, announced today the launch of a new kids menu featuring much-loved characters from DreamWorks Animation's award-winning film and television franchises. Kicking off with *Penguins of Madagascar*, *Puss In Boots* and *Turbo FAST*, in addition to many popular characters such as *Shrek* appearing throughout the year, the colorful characters adorn Denny's kids menu in a variety of interactive, themed puzzles and games to enjoy during mealtime. In addition, families will have access to a variety of fun family activities via the DreamWorks COLOR App along with an exciting selection of movie content, games and more.

“We are delighted to align with DreamWorks to bring the spirit of its popular family favorites to America's Diner this year,” said John Dillon, [@DillonJohnW](#), senior vice president and chief marketing officer of Denny's Corporation. “Our new kids menu not only offers plenty of delicious all-day options, including several items verified by the Kids LiveWell program, but now features some of the most iconic DreamWorks characters and exciting, new digital entertainment for all generations to enjoy. Both Denny's and DreamWorks are centered around bringing families together, and we look forward to working together to bring even more exciting experiences to families dining at our restaurants this year.”

The DreamWorks COLOR app lets you reimagine your favorite DreamWorks characters and worlds your way. Guests color the DreamWorks characters featured on the Denny's Kids Menu then use the DreamWorks COLOR App ([www.dreamworkscolor.com](http://www.dreamworkscolor.com)) to bring their drawings to life. The characters literally jump off the menu in 3D! Guests can pose and take selfies with their characters, build and play in worlds they color and create. DreamWorks COLOR app encourages families to engage creatively with each other during mealtimes and provides a modern twist to a traditional diner activity.

Denny's will offer three more engaging DreamWorks kids menus through 2015, inspired by films *Mr. Peabody & Sherman*, *The Croods*, *Home*, *How to Train Your Dragon* and more, and each featuring fresh new movie characters, themed games and activities from these titles for families to enjoy. In addition to new exclusive content, the menus also provide a delicious selection of customizable dishes from the ultra-popular Build Your Own Jr. Grand Slam®, Junior Cheeseburger and Build Your Own Jr. Sundae, to a series of Kids LiveWell verified dishes and sides, such as Spaghetti, Steamed Broccoli, Apple Dunkers, Jr. Dippable Veggies and more.

In conjunction with the new kids menu and interactive entertainment for families, Denny's will support its DreamWorks promotional partnership with a national 15-second advertising spot set in America's Diner, featuring exclusive custom animation with DreamWorks characters and promoting Kids Eat Free Tuesdays at Denny's from 4:00 p.m. to 10:00 p.m.. Guests are also invited to engage with Denny's online with a variety of planned social media activations to support the partnership and in-store elements.

For more information about Denny's new DreamWorks kids menu or to find a restaurant near you, please visit [www.dennys.com](http://www.dennys.com). To download the DreamWorks COLOR App, please visit [www.dreamworkscolor.com](http://www.dreamworkscolor.com).

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

*Denny's is one of America's largest full-service family restaurant chains, currently operating 1,700 franchised, licensed and company-owned restaurants across the United States, Canada, Chile, Costa Rica, Curaçao, Dominican Republic, El Salvador, Guam, Honduras, Mexico, 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) or the brand's social channels via Facebook, Twitter, Tumblr, Pinterest, Instagram or YouTube.*

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