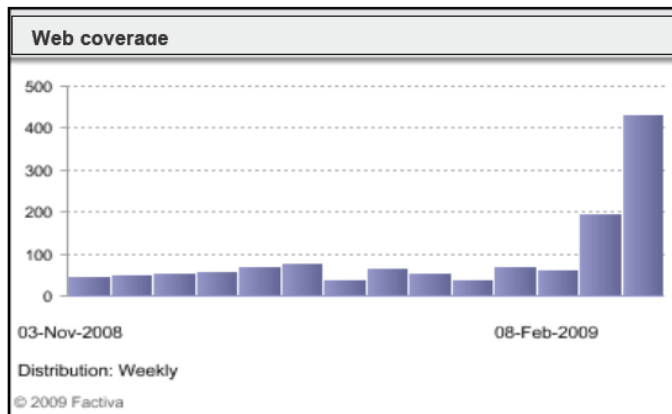


DENNY'S GRAND SLAM GIVEAWAY RESTAURANT HAS A PR HIT WITH FREE BREAKFASTS

On February 3, 2009, Denny's gave away 2 million free breakfasts across the US and Canada in an effort to reconnect with customers and raise its brand image. The giveaway drove 14 million hits to the company's website and also caught the attention of the media, giving Denny's a major boost to its media profile.

Trend in Web Coverage

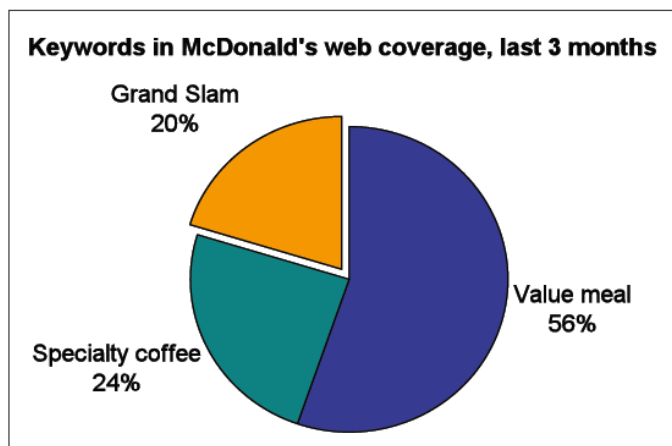


Denny's received more than twice as many hits in web media than in the week ending 1 February, which was itself an aberration due to a large volume of coverage that hit after its Super Bowl ad announcing the giveaway. In the weeks prior to the Super Bowl, Denny's web media presence was virtually nonexistent. The integrated campaign was estimated to have cost the company approximately \$5 million.

Not only did Denny's increase exposure through its campaign, but also received praise for doing "right" in these difficult economic times. The Dispatch in Lexington, NC suggested ways that other businesses could follow suit and do-good while promoting their goods: "Give it some thought, corporate America."

Competitors of Denny's were saturated with coverage of its Grand Slam giveaway as well. Despite the fact that Denny's campaign only occurred within the past week of coverage, the chart to the left shows the size of the impact on McDonald's media profile.

In the last three months of web coverage for McDonald's, Denny's Grand Slam breakfast accounted for 20 percent of mentions when compared against McDonald's own specialty coffee and popular value meals.



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¹ CNN.com, "Grand Slam Promotion a Home Run"

² www.the-dispatch.com