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NEWS RELEASE

**Applebee's Restaurants and the Centralized Supply Chain Services, LLC (CSCS)
Honors Maines Paper & Food Service, Inc.
with its Distribution Vendor Partner of the Year Award**

November 19, 2009 Conklin, NY – Maines was recently presented with Applebee's Distribution Vendor Partner of the Year Award for its commitment to value, product consistency and quality, outstanding service and responsiveness, reliability, and innovation.

To receive the award, Applebee's franchise owners and managers, along with members of the CSCS staff, participate in an annual review to evaluate and measure their vendor partners to determine who has made the greatest contribution to the Applebee's system.

"We are truly honored and humbled to receive this prestigious award from Applebee's," said Maines' President and CEO Chris Mellon. "Maines began providing foodservice distribution services to one Applebee's restaurant in 1991. Today, Maines serves over 500 Applebee's restaurants, and we hope to continue to welcome new franchisees to our system in the future. Maines is a true business partner with our customers; we help them overcome their business challenges and work together to deliver true supply chain efficiencies."

At the presentation ceremony, Applebee's franchise owners and CSCS staff members gave an energetic standing ovation. DineEquity, Inc. Chairman & CEO Julia A. Stewart commented, "I have never seen such a reaction for a distribution vendor award before."

David Parsley, President and CEO, CSCS added, "Maines is a great vendor partner and is very deserving of this prominent recognition. Maines delivers outstanding service levels to our restaurants and works with us to help us overcome our distribution challenges and achieve our business goals."

Maines' business relationship with DineEquity, Inc. was broadened in October 2008 to include foodservice distribution services to IHOP restaurants throughout the New England area.

About Maines Paper & Food Service, Inc.

Maines Paper & Food Service, Inc., is one of the largest independent foodservice distributors in the country. Maines has a 90-year history of helping restaurant owners and managers

overcome their foodservice distribution challenges and help them quickly adapt to changing marketplace conditions. Our customized distribution process improvements result in true supply chain efficiencies, lowering costs and improving profitability for the supply chain participant. With annual revenue approaching \$3 billion, Maines is well-positioned to better serve, retain, and grow its customer base. Our foodservice distribution services are provided by more than 1,900 highly-motivated associates serving customers from nine distribution centers serving 33 states.

For more information about Maines Paper & Food Service, Inc., please visit www.maines.net.

About DineEquity, Inc.

On November 29, 2007, DineEquity successfully completed the acquisition of Applebee's International, Inc. With more than 3,300 restaurants, the combination brings together two leading restaurant brands and creates the largest full service restaurant company in the world. Over the last five years, DineEquity (formerly known as IHOP Corp.) has successfully re-energized the IHOP brand while transforming its restaurant system into one which is 99% franchised.

About Applebee's Restaurants

Applebee's is the largest casual dining chain in the world, with locations throughout the U.S. and many countries worldwide. Applebee's Services Inc., and its affiliates, franchise and operate restaurants under Applebee's Neighborhood Grill & Bar and is a DineEquity, Inc. (NYSE: DIN) brand. As of September 30, 2008, there were 1,997 Applebee's restaurants operating system-wide in 49 states, 17 international countries and one U.S. territory, of which 480 are company-owned. Additional information on Applebee's can be found at the company's website (www.applebees.com).

About Centralized Supply Chain Services, LLC

Centralized Supply Chain Services, LLC, (CSCS) based in Lenexa, Kansas is the exclusive buying agent for the Applebee's and IHOP systems, serving over 3,300 restaurants combined. CSCS is responsible for the procurement of food, paper and disposable products as well as procurement for equipment products and services that support all company and franchise restaurants for both the Applebee's and IHOP brands.