



PRESS RELEASE

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SPECIAL OLYMPICS NEW JERSEY & DENNY'S KICK-OFF YEAR LONG PARTNERSHIP

Consumers Can Now Help Support Special Olympics New Jersey at Eight Denny's Locations

Spartanburg, SC/Lawrenceville, NJ – Special Olympics and Denny's (NASDAQ: DENN) announced a year-long, national partnership to raise awareness and support for people with intellectual disabilities across the country.

Guests can conveniently benefit Special Olympics New Jersey by purchasing a paper "Gold Medal" for \$1 at Denny's locations in New Jersey now through July 12, 2010. Participating Denny's are located in Avenel, Bordentown, Brick, Clementon, East Brunswick, Galloway, Mount Laurel and Turnersville. 100% of the funds raised from the *Gold Medal Program* will help support athletic training and competitions for athletes with intellectual disabilities. Denny's guests participating in the *Gold Medal Program* will receive a special lapel sticker with the slogan: 'I'm a Fan, I gave today'.

Additionally, starting August 24 and continuing through summer 2011, Denny's will donate 10 cents to Special Olympics for every All-American Slam[®] sold at participating locations.

"Our recent partnership with the Special Olympics is consistent with our mission to serve the diverse needs of the many communities we serve across the nation," stated Nelson Marchioli, CEO and President of Denny's. "Through our involvement and promotion of this worthwhile campaign, we hope to be able to build awareness for and make a distinctive contribution to an important cause that is all too often overlooked."

ABOUT SPECIAL OLYMPICS NEW JERSEY - Special Olympics New Jersey provides free year-round sports training and athletic competition in 24 sports for more than 21,000 children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

ABOUT DENNY'S -

Denny's is one of America's largest full-service family restaurant chains, with more than 1,500 locations. For more than 50 years, Denny's has been serving up real breakfast 24/7. Home of the famous Grand Slam[®] breakfasts, Denny's provides a variety of flavorful food and beverage choices. For more information on Denny's, please visit www.dennys.com.