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Any Salad Perfection

*New at Applebee's - Salad Perfection
Taste Worthy of a Main Course*

- Apple Walnut Chicken Salad
- Grilled Greek Chicken Salad
- Tuscan Shrimp Salad



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we're expecting you.*

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Valid at any Columbus or Dayton area Applebee's Restaurant
Offer expires: August 19, 2006



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www.applebees.com

Weigh to go!

Applebee's jumpstarts Weight Watchers menu with new salad

OVERLAND PARK, Kan., April 24, 2006

Applebee's Neighborhood Grill & Bar is gearing up for swimsuit season. *Figuratively* speaking, of course. The nation's largest casual dining chain is freshening up its menu today with the introduction of its Southwest Cobb Salad, the latest addition to the Weight Watchers-branded portion of Applebee's menu.

The Southwest Cobb Salad is one of 10 Weight Watchers items on Applebee's menu, and the second to be added in 2006. Earlier this year, Applebee's introduced Cajun Lime Tilapia to the menu.

"The new Southwest Cobb Salad speaks to the variety of healthier items we offer and the commitment we have to continually evolve our Weight Watchers menu," said Donna McCool, brand manager for Applebee's. "Three out of four Americans are concerned about eating right, so we know we are addressing a real need with our healthier menu options.

"We also know that taste rules. That's why when we develop new Weight Watchers menu items, the most important thing is that they have to taste great. And they do.

"It's all about choice."

Applebee's forged an exclusive relationship with Weight Watchers in 2004 following months of extensive menu testing in 70 restaurants across the country. In 2005, consumers rated Applebee's No. 2 among 39 restaurant chains when it came to "satisfaction with healthy/nutritious offerings," according to Technomic Inc.'s Ahead of the Curve consumer study on health and nutrition issues.

* * *

Applebee's International, Inc., headquartered in Overland Park, Kan., develops, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar brand, the largest casual dining concept in the world. There are currently more than 1,800 Applebee's restaurants operating system-wide in 49 states and 16 international countries. Additional information on Applebee's International can be found at the company's website (www.applebees.com).



AT APPLEBEE'S, IT ALWAYS STARTS WITH GREAT TASTE.

In the Applebee's neighborhood, we're all about making sure that you have tons of delicious choices. So when we joined together with Weight Watchers® to create our new Weight Watchers® menu items, our number one priority was to give you all the taste you've come to expect from Applebee's.

Sample of Weight Watchers menu:



TORTILLA CHICKEN MELT

Reduced-fat cheese quesadillas with chipotle roasted chicken and vegetables, non-fat ranch and roasted tomato salsa.



TERIYAKI STEAK 'N SHRIMP SKEWERS

A skewer of steak paired with a skewer of shrimp, both grilled and brushed with teriyaki sauce. Served with rice pilaf and fresh steamed vegetables.



CONFETTI CHICKEN

This grilled, seasoned chicken breast topped with a salsa ranch sauce, mozzarella & cheddar cheeses, and black bean & corn salsa is a party on your plate.

Two New Menu Items



CAJUN LIME TILAPIA

Grilled Cajun-seasoned tilapia fillet flavored with lime juice and topped with a black bean & corn salsa.



SOUTHWEST COBB SALAD

Grilled chipotle chicken, shredded cheese, broccoli, diced tomatoes, shredded carrots, corn and black beans served on a bed of mixed greens.

Save \$2.50

on any Weight Watcher Item.

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