

Tony Sirico is Back in Denny's Spots as Real Breakfast Leader Continues to Challenge Fast Food Restaurants

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Build Your Own Version of Famous Grand Slam(R) Gets the Real Spotlight

Tony Sirico, well-known tough guy formerly of the hit show, 'The Sopranos,' is at it again: championing real breakfast while busting fake breakfast in a Denny's TV spot launching today. Denny's famous Grand Slam(R) breakfast is in the spotlight, as the brand showcases the first time offer to Build Your Own Grand Slam starting at \$5.99.

Real Airwaves

In the TV spot 'Bad Sign' (:30 and :15), a determined Tony Sirico takes down a sign promoting 'Ultimate Breakfast,' once he confirms with the restaurant manager that it is not referring to Denny's ultimate real breakfast -- the Grand Slam. The spot promos Denny's Build Your Own Grand Slam starting at \$5.99 and the Denny's tag 'Real Breakfast 24/7.'

Denny's is engaging consumers while they're enjoying their favorite shows and newscasts such as 'Friday Night Lights,' 'Ugly Betty,' 'Good Morning America' 'Conan O'Brien' and 'American Idol.' The six-week, broadcast flight spans early morning, primetime, late night, syndication, African American syndication, general cable and late night cable. The national broadcast buy is maximized through Optimedia, sister agency to Denny's agency of record Publicis Mid America in Dallas.

National Integrated Campaign

The spot, produced by Publicis Mid America in Dallas, builds on the first two Denny's TV ads featuring Tony called Phony Money (:30 and :15) and Line Up (:15) released in January 2008 that have resonated with consumers, industry and Hollywood. The spots have received tens of thousands of views on YouTube and extensive positive comments, including requests for more Denny's spots with Tony.

Don't Fall for Fake Momentum

'Denny's took a bold stance earlier this year by challenging fast food restaurants. We're not backing down. Denny's is the real breakfast leader and our integrated communications campaign, 'Don't Fall for Fake,' is effectively busting fake breakfast while reinforcing a real breakfast experience,' said Elizabeth Geer, senior director, advertising and merchandising for Denny's, who oversees campaign development. 'Real breakfast is made to order and satisfying, not a boring breakfast substitute. Personalization is what America craves, especially at meal time, and now we've made it even more accessible with the Build Your Own Grand Slam.'

From national broadcast, in-store merchandise and Hispanic initiatives to diverse digital, public relations and guerrilla marketing efforts surrounding www.vote4real.com, the overall 'Don't Fall for Fake' campaign targets men and women 25-40 and reinforces the overwhelming appeal of real, as consumers are faced with real versus fake. The program spans Denny's more than 1,500 locations.

Denny's 'Don't Fall for Fake' campaign debuted nationally on January 28, 2008, in the United States. The new spot begins airing April 14.

Shon Rathbone, executive creative director, Publicis Mid America, said, 'It's fun when consumers embrace a campaign and ask for more. For the new spot, we've taken Tony's real breakfast crusade to the streets. We're pushing the envelope and the humor.'

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