

## **MYDENNY'S – DENNY'S CANADA'S REWARDS PROGRAM – REACHES 10,000 DOWNLOADS**

**VANCOUVER, BRITISH COLUMBIA** (November 23, 2013) – Denny's Canada is excited to announce their new loyalty and rewards program, MyDenny's, hit the 10,000 download mark. Along with the download milestone, the program has seen an increase in the frequency of guest visits every week. Created and conceived by Denny's Canada, MyDenny's, a new social, loyalty platform connecting me, you & Denny's launched in July of this year and has received rave reviews from its users.

With a simple download from Google Play or the iTunes store, the MyDenny's mobile app is the perfect combination of loyalty program and social network. Guests earn points for every purchase and redeem them for in-store products, such as food and beverages. The points can also be transferred to family and friends and used at any of the participating Denny's locations. One of the most innovative pieces of the app is the social component. App users can invite their friends to meet them at Denny's – a piece of technology never seen before from a restaurant mobile app. Since the launch of the program, the social component has seen an increase in users from a week-to-week basis proving that users are engaging their friends and family on the platform.

“We are so excited to hit this milestone,” said Bobby Naicker, President of Dencan Restaurants. “Day-part targeting, geo targeting, and cluster targeting are all functionalities of the technology that we see increasing both frequency and customer satisfaction. On the next development of this marketing platform, we will introduce mobile wallet payment technology which will come to market in 2014.”

For non-smartphone users, there is a desktop version of the loyalty program available at [www.mydennys.ca](http://www.mydennys.ca) providing all the perks, promotions, and contests available through the app.

“Denny's has always been an inclusive restaurant, and when it comes to technology, the same principle is employed,” said Chandni Chaube, Marketing Manager for Denny's Canada. “The desktop version was created to ensure that smartphone and non-smartphone users alike are able to participate in the MyDenny's loyalty program.”

To learn more about Denny's Canada, visit [www.mydennys.ca](http://www.mydennys.ca).

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