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PRESS RELEASE

PERKINS RESTAURANT & BAKERY ANNOUNCES NEW PERKINS KID PERKS APP

MEMPHIS, TENNESSEE (November 1, 2016) – Inspired by a desire to enhance and reinvent the fun activities available to kids and families who enjoy Perkins Restaurant & Bakery, the company announced today the launch of its new Kid Perks App. Now available for download on both Apple and Android devices, the Perkins Kid Perks app serves as an extension to the activity books available in restaurant providing additional fun and re-playability.

Glenn Drasher, Perkins Restaurant & Bakery Senior Director of Marketing, comments, "What sets our app apart from the relatively small set of competitors doing apps, is its focus on keeping the play connected to the Perkins dining experience." He continues, "Perkins Kid Perks App adds relevance and engagement. It's safe, free and everyone can enjoy it."

When Perkins Restaurant & Bakery initiated discussions about an app with C3 – Creative Consumer Concepts, the largest kids and family focused marketing firm in the U.S., "we recognized that there was an excellent opportunity to add digital play to our kids' program," notes Drasher. Development on the Perkins Kid Perks app began shortly thereafter in July 2016 and was created under C3's direction in partnership with Puketo Limited. Doug Kubert, Creative Director/Director of Digital, C3 adds, "The Perkins Kid Perks App is a reaffirmation of Perkins as a place for fun family dining. With the app, kids are able to extend the entertainment value of the activity books they receive by finding additional content that incorporates elements of the Perkins dining experience." For example, the app's spinner function adds instructions such as "Move a

space for each spoon at your table,” or “Draw your monster eating what you ordered” as a way to make each experience fresh. Also, instead of having a single function, the app includes 2 spinners, 2 puzzle games, and an action game to offer a wide variety of interaction for a wide range of ages.

The current app features three different games:

1. Coin Catch: Users navigate a flying piggy bank through the sky to capture falling coins and treasure chests while avoiding falling hammers.
2. Tile Puzzles: Two different puzzle games utilizing the two different activity book covers’ artwork to create moving tiles to complete the image.
3. Digital Spinners: Two digital spinners are available and offer additional game options only available within the app.

About Perkins Restaurants & Bakeries:

Founded in 1958, Perkins system consists of 398 restaurants in 33 states and Canada, which includes 135 company-owned and operated restaurants and 263 franchised units. In addition to offering its legendary breakfast [menu](#); a full line up of [lunch and dinner](#) items and its freshly prepared [bake shop](#) treats, Perkins is a [kid friendly](#), family restaurant that offers a special Kid Perks® Meals menu featuring delicious options from Rainbow Pancakes to Kid’s Mini Chef Salad.

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