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SHONEY'S KICKS OFF "TWO CAN DINE FOR \$10.99" PROMOTION

NASHVILLE, Tenn. (Nov. 14, 2005)—Shoney's Restaurants launches "Two Can Dine for \$10.99" promotion today that will run through Feb. 12. Customers will be able to choose from six of Shoney's entrees—chicken fingers basket, sirloin steak fingers basket, original Slim Jim sandwich basket, fish 'n' chips dinner, half-o-pound chopped beef dinner and grilled chicken dinner.

"With gas prices soaring and the holiday season upon us, we wanted to give our customers an affordable option for dining out," said Dan Dahlen, chief marketing officer, Shoney's. "This promotion features six of our most popular menu items, so customers are not only getting a great value but will also enjoy the delicious choices."

In conjunction with the promotion, customers are also encouraged to visit www.2candine.com for a chance to win free gas for an entire year. Visitors to the site who watch the "Two Can Dine" commercials and answer four fun questions correctly will be automatically registered to win \$50 a week for 52 weeks or a \$2,600 gas gift card.

Advertising for the promotion, centering on a "friend or foe" concept, is the first effort of Shoney's new advertising agency, Cliff Freeman and Partners. The agency is

also working on a major new product launch to be unveiled in the spring. To view the “Two Can Dine” commercials, go to www.2candine.com.

Shoney’s Restaurants is headquartered in Nashville, Tenn., and owns, operates and franchises more than 300 restaurants in 21 states.

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