

FOR IMMEDIATE RELEASE
September 6, 2011

CONTACT: Andrea O'Donnell
248/827-8446
aodonnell@doner.com
<http://media.donerus.com>

PERKINS RESTAURANTS NAMES DONER
AGENCY OF RECORD

(Detroit) – Perkins® Restaurants, a leading operator and franchisor of more than 400 full-service family dining restaurants, has named Doner as its advertising agency of record following a review. As Perkins agency of record, Doner's responsibilities will include strategic vision, television, print, point-of-sale, digital and social creative content, media planning and buying, and promotion and event support.

“The chemistry we had with Doner and their expertise in field marketing and the retail and restaurant industries made them the perfect choice to help reignite our momentum,” said Cheryl Ahlbrandt, executive vice president of marketing and research and development, at Perkins & Marie Callender's Inc. “This partnership will lead to great things for Perkins as we continue to look for new ways to grow brand equity and restaurant traffic.”

“We're thrilled to be a part of the Perkins team and to be working with a brand that's so beloved by its loyal customer base,” said David DeMuth, co-CEO, president, Doner. “We look forward to creating exciting work that will help continue to spread the enthusiasm that surrounds their brand.”

“Perkins is a great brand offering a unique experience, and we're energized by the opportunity to use our creative expertise to help drive new levels of traffic into their restaurants,” said Rob Strasberg, co-CEO, chief creative officer, Doner.

About Perkins Restaurants & Bakeries

Founded in 1958, Perkins operates 442 restaurants in 34 states and five Canadian provinces. The Perkins system includes 130 company-owned and operated restaurants and 312 franchised units. More information about Perkins Restaurants & Bakeries can be found at www.perkinsrestaurants.com.

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.