


FRANCHISE DISCLOSURE DOCUMENT

	<p>DFO, LLC A Delaware limited liability company 203 East Main Street Spartanburg, SC 29319 (864) 597-8000 www.dennys.com</p>
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Denny's restaurants are full service, family-style restaurants that offer and serve a wide variety of food. Denny's restaurants offer a casual dining atmosphere and moderately-priced food designed to appeal to a broad spectrum of customers. We have developed and own a comprehensive system for developing and operating Denny's restaurants, which includes trademarks (Marks), building designs and layouts, equipment, ingredients, recipes and specifications for authorized food products, training, methods of inventory control as well as operational and business standards and policies. As part of the full-service brand, we have introduced variants to the business model which include online ordering for customer pick-up, third party delivery, and in-restaurant ordering through devices in addition to servers.

The Den is our limited service, nontraditional variation of the Denny's concept, which may be distinguished from our standard Denny's restaurant by having a unique and modified menu. This concept may have limited or no table service. Customers may order at a counter and seat themselves. To differentiate from a standard Denny's restaurant, limited service concepts may have distinct uniforms, POP (point-of-purchase, or in-store, marketing materials) specific to the concept, trade dress, brand representation and signs. This concept may appear as a standalone restaurant or in a nontraditional location, including without limitation those described in Item 12. We reserve the right to develop, or license others to develop limited service concepts, as they may evolve, in any Territory or trade area where traditional restaurants exist or may be developed, including any exclusive Territory for traditional restaurants.

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Elizabeth McAbee or Laura Shock at 203 East Main Street, Spartanburg, SC 29319 and 864-597-8000.

The total investment necessary to begin operation of a Denny's franchise is:

- From \$1,428,424.75 to \$2,326,574.75 for a Denny's Heritage 2.0 facility;
- from \$305,000 to \$826,000 for a nontraditional Denny's, including The Den; and
- from \$1,003,414.75 to \$1,681,574.75 for Denny's within a Travel Center

(these numbers exclude real estate). This includes the initial franchise fee of \$30,000 and the New Restaurant Opening fee of \$0 to \$36,000, for a total of \$30,000 to \$66,000, which must be paid to the franchisor or affiliate.

The current approved traditional restaurant design is known as Heritage 2.0.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale or grant. **Note, however, that no governmental agency has verified the information contained in this document.**

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: April 30, 2023

How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Exhibits N and O.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business	Exhibit P includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only Denny's in my area?	Item 12 and the "territory" provisions in the franchise agreement describes whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What is it like to be a Denny's franchisee?	Exhibits N and O lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

What You Need to Know About Franchising *Generally*

Continuing responsibility to pay fees. You may have to pay royalties and other fees even if you are losing money.

Business model can change. The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

Supplier restrictions. You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you can buy on your own.

Operating restrictions. The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

Competition from franchisor. Even if the franchise agreement grants you a territory, the franchisor may have rights to compete with you in your territory.

Renewal. Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business. DFO, LLC'S FRANCHISE AGREEMENTS IN THE UNITED STATES DO NOT HAVE RIGHTS OF RENEWAL.

When your franchise ends. The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

Some States Require Registration

Your state may have a franchise law, or other law, that requires a franchisor to register before offering or selling in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in Exhibit A.

Your state may also have laws that require special disclosures or amendments to be made to your franchise agreement. If so, you should check the State Specific Addenda. See the Table of Contents for the location of the State Specific Addenda.

Special Risks to Consider About *This* Franchise

Certain states require that the following risks be highlighted:

1. . **OUT-OF-STATE DISPUTE RESOLUTION.** THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN SOUTH CAROLINA. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO USE SOUTH CAROLINA COURTS THAN THOSE OF YOUR OWN STATE.
2. **GOVERING LAW.** THE FRANCHISE AGREEMENT STATES THAT SOUTH CAROLINA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Certain states may require other risks to be highlighted. Check the “State Specific Addenda” (if any) to see whether your state requires other risks to be highlighted.

See Exhibit Q for effective dates of registration.

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Item 1

THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS, AND AFFILIATES

The Franchisor

The franchisor is DFO, LLC and is referred to in this disclosure document as "we," "us," "Denny's" or "DFO." The person who buys a franchise for a Denny's restaurant is referred to as "you" in this disclosure document. If you are a corporation, limited liability company or other legal entity that affords protection from liability, certain provisions of the agreements described in this disclosure document also apply to your owners and operators by virtue of our requirement that owners personally guaranty your obligations under the agreements and operators may be required to sign a confidentiality agreement.

Our agents for service of process are listed in Exhibit A.

Our Parent, Predecessor and Affiliates

Our first predecessor, Denny's, Inc. (DI), has owned and operated Denny's restaurants since 1959 and began offering franchises in 1963. DI was indirectly acquired by TW Services, Inc. in September 1987 when TW Services, Inc. bought all of the outstanding equity securities of DHI Corporation, a Delaware corporation and then the sole stockholder of DI. TW Services, Inc. changed its name to Flagstar Corporation (FC) in June 1993. In January 1998 FC merged with its parent, Flagstar Companies, Inc. (FCI), a Delaware corporation; and FCI, the surviving entity, changed its name to Advantica Restaurant Group, Inc. (ARG). ARG changed its name to Denny's Corporation (DC) in July 2002. DC therefore is the ultimate parent of both DI and DFO. DC has, either directly or through affiliated companies, owned, operated, or franchised restaurants since 1989.

We were incorporated in Delaware on December 27, 1994, as a wholly owned subsidiary of DI. On that same date, DI transferred to us the capital stock of Denny's Realty, Inc., its wholly owned real estate subsidiary. On March 31, 1995, DI assigned to us all of its rights in the Denny's Marks, System and Franchise Agreements. In order that DI could continue to open and operate Denny's restaurants, we granted DI a 30-year license to use the Marks and System. On June 28, 2006, we converted from being a corporation, DFO, Inc., to being a single member limited liability company, DFO, LLC, with DI being the sole member. At the same time, Denny's Realty, Inc. converted from being a corporation to being a single member limited liability company, Denny's Realty, LLC (DR), with DFO, LLC being its sole member. We conduct business under our corporate name, use our trade name of Denny's and our agents for service of process are listed in Exhibit A. Our principal business address, as well as that of affiliates DI and DR, is 203 East Main Street, Spartanburg, South Carolina 29319. We have combined the experience of DI with our own experience for purposes of our disclosures in this disclosure document.

As of December 31, 2022, DI owned and operated 66 Denny's restaurants in the U.S. under its license agreement with us, and we have 1379 Denny's restaurants operated by franchisees and licensees in the U.S. as well as 157 in other countries.

On July 20, 2022, DC purchased Keke's Breakfast Café from K2 Restaurants, Inc. Our affiliate, Keke's, Inc., now operates Keke's Breakfast Cafés. As of December 31, Keke's, Inc. owns and operates eight Keke's Breakfast Cafés. In addition, our affiliate, Keke's Franchise Organization, LLC, offers franchises for Keke's Breakfast Cafés. As of December 31, , 2022, Keke's

Franchise Organization, LLC has 46 franchises for the operation of Keke's Breakfast Cafés. The principal business address of Keke's, Inc. and Keke's Franchise Organization, LLC is 203 East Main Street, Spartanburg, SC 29319.

The Franchise Offered

Denny's restaurants are full service, family-style restaurants that offer and serve a wide variety of food. Denny's restaurants offer a casual dining atmosphere and moderately-priced food designed to appeal to a broad spectrum of customers. We have developed and own a comprehensive system for developing and operating Denny's restaurants, which includes trademarks (Marks), building designs and layouts, equipment, ingredients, recipes and specifications for authorized food products, training, methods of inventory control as well as operational and business standards and policies (the "System"). As part of the full-service brand, we have introduced variants to the business model which include online ordering for customer pick-up, third party delivery, and in-restaurant ordering through devices in addition to servers.

We have variations of the Denny's concept called The Den. This concept may be distinguished from our standard Denny's restaurant by having a unique and modified menu. These concepts may have limited or no table service. Customers may order at a counter and seat themselves. To differentiate from a standard Denny's restaurant, these concepts may have distinct uniforms, POP specific to the concept, trade dress, brand representation and signs. These concepts may appear as a standalone restaurant or in a nontraditional location, including without limitation those described in Item 12. We reserve the right to develop, or license others to develop, The Den as that concept may evolve, in any Territory or trade area where traditional restaurants exist or may be developed, including any exclusive Territory. We offer a 10-year nontraditional franchise agreement for \$10,000.

The Franchise Agreement (Exhibit C) grants you the right to develop and operate a single Denny's restaurant (Restaurant) at a specified location using the Denny's Marks and System. In exchange, you agree to pay royalty, brand building and other fees, and to operate the Restaurant in strict compliance with our standards and procedures. You will be required to sign our Payment Card Agreement (Exhibit J) and participate in our Credit Card Program. You will be required to sign the following additional contracts:

1. Supply Chain Oversight Committee Franchisee Participation Agreement (Exhibit E)
2. Standard Enterprise Technology Platform Agreement (Exhibit K), and
3. Denny's on Demand Agreement (Exhibit K-1)

If we offer to franchise a DI-owned Denny's Restaurant, you must sign a Confidentiality Agreement (Exhibit G) and enter into a Franchise Agreement (Exhibit C). You may also be required to enter into a development agreement with us as well (Exhibit I, Exhibit I-2). DI, with our consent, will then sell its interest in the company restaurant(s) to you under a Purchase Agreement (Exhibit F) and will sublease or lease to you the premises of the company restaurant(s) under a (Sub)Lease (Exhibit H).

Franchise Agreements for the Denny's system in the United States do not have rights of renewal. If you are an existing Denny's franchisee in good standing with a franchise agreement due to expire, you may request approval for a Successor Franchise Agreement (Exhibit D). The Successor Franchise Agreement grants you the right to continue to operate the existing Denny's restaurant (Restaurant) at its current location using the Denny's Marks and System for either a ten or a twenty-year term. The Successor Franchise Agreement requires you to operate the Restaurant in strict compliance with our standards and procedures. Under the Successor Franchise

Agreement, you will be required to sign the Supply Chain Oversight Committee Franchisee Participation Agreement (Exhibit E), the Payment Card Agreement (Exhibit J) and participate in our Credit Card Program, Standard Enterprise Technology Platform Agreement (Exhibit K), and the Denny's on Demand Agreement (Exhibit K-1).

We may, from time to time, offer franchisees that meet program requirements the opportunity to participate in limited-time product offerings through which franchisees prepare menu items in existing Restaurant kitchens using primarily existing products and equipment for take-out or delivery only via third party delivery platforms under separate trademarks (each a "Virtual Brand Offering"). To participate in a Virtual Brand Offering, you must execute the "New Product Offering Program Addendum" for such offering. Currently, we offer franchisees the opportunity to participate in two Virtual Brand Offering Programs: 1) "The Burger Den" through which participating franchisees utilize their existing Restaurant kitchens, products and equipment to prepare and offer lunch and dinner menu items, including beef burgers, chicken burgers, milkshakes, beverages and other products we designate under the "The Burger Den" trademark for take-out or delivery only on the DoorDash, Postmates or UberEats delivery platforms, and (2) "The Melt Down" through which participating franchisees utilize their existing Restaurant kitchens, products and equipment to prepare and offer breakfast, lunch and dinner menu items including handcrafted melts, certain sides items, beverages and other products we designate under the "The Melt Down" trademark for take-out or delivery only on the DoorDash delivery platform.

The New Product Offering Program Addendum is attached as Exhibit C-1 to the franchise agreement. We may modify the New Product Offering Program participation terms as described in the New Product Offering Program Addendum.

We may offer you the right to develop one or more Restaurants within a designated geographical area under a H2.0-DA (Exhibit I) or FLIP (Exhibit I-2) development agreement. In this event, you will be required to enter into a separate Franchise Agreement for each Restaurant under that agreement. Restaurants must be built in accordance with our specifications; see Item 7 for Initial Investment information. Other program details can be found in Item 5 and Item 12 of this Disclosure Document.

We have made arrangements with our Restaurant Technology vendor to sell to you our Standard Enterprise Technology Platform and software which are used in our company restaurants and most franchise restaurants, with DI providing installation, training, and some maintenance and support. DI may sell a company restaurant(s) to a Denny's franchisee as noted above. No other affiliate provides products or services to Denny's franchisees. The principal business address of Denny's Corporation is 203 East Main Street, Spartanburg, South Carolina, 29319.

We and the Denny's Franchisee Association ("DFA") have created a body known as the Supply Chain Oversight Committee ("SCOC") to collaborate on strategic supply chain oversight and improvements for traditional, full-service restaurants within the contiguous 48 United States. You are obligated to enter into a Franchisee Participation Agreement (Exhibit E) in the form approved from time to time by the SCOC.

Mobile Kitchen

In January 2022, we announced our license agreement with Vessel Operating Holdco LLC (REEF) to offer limited Denny's menu items in mobile kitchens, ghost kitchens, and cloud kitchens (Kitchens). The Kitchens will operate in high density Metropolitan areas that may be unfeasible to establish a traditional Denny's restaurant. The first mobile kitchens opened in March 2022.

The food service industry is highly competitive and can be affected significantly by many factors, including changes in local, regional or national economic conditions, changes in consumer tastes, and increases in the number of, and particular location of, other restaurants, as the industry evolves.

Industry-Specific Regulations

In addition to the laws, regulations and ordinances applicable to businesses generally, (such as the Americans with Disabilities Act, Title II of the Civil Rights Act of 1964, Federal wage and hour laws, and the Occupational Safety and Health Act), certain aspects of any restaurant business are regulated by federal, state and local laws, rules and ordinances. The U.S. Food and Drug Administration, the U.S. Department of Agriculture, as well as state and local departments of health and other agencies have laws and regulations concerning the preparation of food and sanitary conditions of restaurant facilities. The Patient Protection and Affordable Care Act and the Federal Food, Drug, and Cosmetic Act require nutritional information on Denny's menus. State and local agencies routinely conduct inspections for compliance with legal and regulatory requirements.

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Item 2

BUSINESS EXPERIENCE

Chief Executive Officer and President:

Kelli Valade

Ms. Valade has been Chief Executive Officer and President since June 2022. From August 2021 to April 2022, Ms. Valade served as Chief Executive Officer for Red Lobster located in Orlando, Florida, and from January 2019 to June 2021 Ms. Valade served as Chief Executive Officer for Black Box Intelligence located in Dallas, Texas. Prior to January 2019, Ms. Valade was Executive Vice President of Brinker International and Executive Vice President of Chili's Grill and Bar from November 1996 to September 2018 located in Dallas, Texas.

President:

John Dillon

Mr. Dillon was promoted to President in September 2022. Mr. Dillon served as Executive Vice President in from February 2020 to August 2022 and was named Chief Brand Officer in December 2018. He previously served as Chief Marketing Officer, Senior Vice President from September 2015 to January 2020.

Executive Vice President and Chief Financial Officer:

Robert Verostek

Mr. Verostek was promoted to Executive Vice President in March 2021 and named Chief Financial Officer in February 2020. From February 2020 through February 2021, Mr. Verostek served as Senior Vice President and Chief Financial Officer. Between October 2016 and February 2020, Mr. Verostek served as Senior Vice President, Finance for Denny's, Inc.

Executive Vice President, Chief Global Development Officer:

Steve Dunn

Mr. Dunn has been Executive Vice President, Chief Global Development Officer since May 2021 and Senior Vice President, Chief Global Development Officer from April 2011 to April 2021. Prior to April 2011, Mr. Dunn served as Vice President Development from January 2006 to April 2011. Mr. Dunn joined the company as Vice President Franchise Development in October 2004. In September 2005, Mr. Dunn added the responsibility of company development.

Executive Vice President, Chief Legal Officer, Chief People Officer and Secretary:

Gail Sharps-Myers

Ms. Sharps-Myers was promoted to Executive Vice President, Chief Legal Officer and Chief People Officer in March 2021. Ms. Sharps-Myers served as Senior Vice President and General Counsel from June 2020 through February 2021. Prior to joining Denny's, Ms. Sharps-Myers served as Executive Vice President, General Counsel, Chief Compliance Officer and Secretary for American Tire Distributors, Inc. in Charlotte, NC from May 2018 to May 2020.

Executive Vice President and Chief Information Officer:

Michael Furlow

Mr. Furlow has been Executive Vice President and Chief Information Officer since April 2017.

**Senior Vice President and Chief Marketing Officer:
Sherri Landry**

Ms. Landry has served as Senior Vice President and Chief Marketing Officer since January 2023. From June 2018 to January 2023, Ms. Landry served as Chief Marketing Officer for CEC Entertainment located in Irving, Texas.

**Vice President of Training:
Fasika Melaku-Peterson**

Ms. Melaku-Peterson has served as Vice President of Training since October 2015

**Vice President, Real Estate and Business Development:
Mark Burgess**

Mr. Burgess has served as Vice President, Real Estate and Business Development since February 2020. From April 2013 through February 2020, Mr. Burgess served as Senior Director of Real Estate and Development.

**Vice President Diversity, Equity, Inclusion
April Kelly Drummond**

Ms. Kelly Drummond has been Vice President of Diversity, Equity, and Inclusion since January 2022 and Head of Diversity, Equity, Inclusion and Multicultural Engagement from August 2015 to January 2022.

**Vice President of Franchise Operations:
Tyrone Counts**

Mr. Counts has been Vice President of Franchise Operations of Franchise Operations since December 2021 and Senior Director of Franchise Operations from January 2020 to November 2021. Prior to November 2021, Mr. Counts was Regional Director of Franchise Operations from April 2018 to December 2019.

**Vice President of Franchise Operations:
Brian Aga**

Mr. Aga has been Vice President of Franchise Operations since December 2021 and Senior Director of Franchise Operations from March 2020 to November 2021. Prior to November 2021, Mr. Aga was Director of Franchise Operations from February 2019 through February 2020 and Director of Ops Services from March 2018 through February 2019.

**Regional Director of Franchise Operations:
Joel Gonzalez**

Mr. Gonzalez has been Regional Director of Franchise Operations since October 2021 and Franchise Business Coach from November 2015 to September 2021.

**Regional Director of Franchise Operations:
Balbair Pal**

Mr. Pal has been Regional Director of Franchise Operations since March 2020 and Franchise Business Coach from January 2011 through February 2020.

**Regional Director, Franchise Operations:
Jeff Rader**

Mr. Rader has been Regional Director, Franchise Operations since March 2020 and Director, New Business Training and Ops from April 2018 through February 2020.

**Regional Director of Franchise Operations:
Kathy Tyson-Potter**

Ms. Tyson-Potter has been Regional Director of Franchise Operations since September 2021 and Franchise Business Coach from October 2015 to September 2021.

**Regional Director, Franchise Operations:
Michael Whitacre**

Mr. Whitacre has been Regional Director, Franchise Operations since November 2021. Prior to November 2021, Mr. Whitacre served as Franchise Business Coach for Denny's from November 2017 to October 2021.

**Senior Director of Field Marketing
Christopher Nichols**

Mr. Nichols has been Senior Director of Field Marketing since January 2019. From February 2012 to December 2018, Mr. Nichols served as Director, Core Menu & International Marketing

**Senior Director of Real Estate Development:
Laura Grace**

Ms. Grace has served as Senior Director of Real Estate Development December 2021 and Director of Real Estate Development from April 2010 to November 2021.

**Senior Director of Real Estate Development:
Jeff Russell**

Mr. Russell has served as Senior Director of Real Estate Development since May 2022. Prior to May 2022, Mr. Russell was Director of Real Estate for KinderCare Education from December 2018 to May 2022 and Director of Real Estate for Veggie Grill from September 2016 to December 2018.

**Senior Director, Franchise Business Development:
Mark Levis**

Mr. Levis has been Senior Director, Business Development since December 2022. Prior to December 2022, Mr. Levis was Senior Director, Franchise Development Southwest Region for Bojangles from August 2020 to December 2022 and Senior Director, Franchise Development Southwest Region for Captain D's from August 2013 to August 2020.

**Senior Manager, Real Estate and Development Finance:
Sam B. Dawson**

Mr. Dawson has been Senior Manager, Real Estate and Development Finance since September 2014.

**Senior Manager Non-Traditional Development and Operations:
Barry Wells**

Mr. Wells has been Senior Manager, Non-Traditional Development and Operations since October 2019. From July 2018 to October 2019, Mr. Wells was National Account Executive for Orion Foods, located in Sioux Falls, South Dakota. Mr. Wells also served as Senior Manager, Non-Traditional Development for Denny's from January 2010 through May 2018.

**Senior Coordinator, Franchise Administration & Development:
Elizabeth O. McAbee**

Ms. McAbee has been Senior Coordinator, Franchise Administration & Development since June 2019, and Coordinator, Franchise Administration & Development from January 2006 to June 2019. In January 2014, Ms. McAbee added Real Estate Coordinator to her responsibilities.

**Senior Development Legal Analyst:
Laura Shock**

Ms. Shock has been Senior Development Legal Analyst since August 2017. From August 1998 to August 2017, Ms. Shock served as a Paralegal and then Legal Analyst.

**Franchise Broker
Kevin L. Hogan**

Mr. Hogan is President of Liberty Development Consulting, LLC, a franchise consulting firm based in Houston, Texas. We began using the services of Liberty Development in September 2006. Mr. Hogan has been President of Liberty Development Consulting since November 2000.

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Item 3

LITIGATION

50 East Thousand Oaks, LLC v Denny's, Inc. (Superior Court of California, County of Ventura, Case No. 56-2014-00456852-CU-CO-VTA)

On October 24, 2014, 50 East Thousand Oaks, LLC (Plaintiff), filed a complaint against Denny's, Inc. in the Ventura County Superior Court alleging breach of contract and intentional and negligent misrepresentation. The Plaintiff, as owner of property underlying a company restaurant that has since closed, was the successor in interest to an agreement with our affiliate DI, which would allow the landlord to operate a Denny's franchise at the location under certain conditions. DFO contended the plaintiff did not satisfy all conditions related to the franchise, and the plaintiff sued alleging DFO's decision was wrongful and not in accordance with the agreement. The litigation was dismissed on December 14, 2016, and on December 21, 2016, the settlement agreement was signed. Under the settlement, DFO and affiliates paid \$115,000 in exchange for a release of all claims.

Rogers Family Foods, LLC v DFO, LLC (United States District Court, District of Minnesota Case No. 19-CV-1476)

On June 5, 2019, Rogers Family Foods, LLC (Plaintiff) filed a complaint against DFO, LLC (Defendant) in the United States District Court, District of Minnesota alleging continued royalty and brand building fees under Plaintiff's expired franchise agreement instead of the increased rates under a new successor franchise agreement. On August 6, 2019, DFO filed an answer and counterclaim along with a plea for declaratory judgement. The parties reached an agreement, and a successor was signed on January 20, 2021. Each party assumed its own costs, expenses, disbursements, and attorneys' fees pursuant to the Stipulation for Dismissal with Prejudice filed January 21, 2021. Order for Dismissal with Prejudice granted January 22, 2021.

RWDT FOODS, INC. v DFO, LLC AND DENNY'S, INC.; (Court of Common Pleas for Charleston County, South Carolina, Case No. 2022-CP-1004030)

On August 30, 2022, RWDT, Inc. filed a complaint against DFO, LLC and Denny's, Inc. (collectively, "Denny's") in the Court of Common Pleas for the Ninth Judicial Circuit in Charleston County, South Carolina, for specific performance, injunctive relief and declaratory relief, alleging breach of contract, breach of contract accompanied by fraudulent act, breach of implied good faith and fair dealing, intentional interference with prospective business relationships, conversion, and unjust enrichment. On October 6, 2022, an answer to the complaint was filed on behalf of DFO and Denny's. Denny's plans to vigorously defend this claim.

Lawsuits Filed by Franchisor

There were no lawsuits filed by the Franchisor in 2022.

Other than these 3 actions, no litigation is required to be disclosed in this disclosure document.

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Item 4

BANKRUPTCY

One proceeding was filed in the US Bankruptcy Court for the District of Arizona under Chapter 13 of the Bankruptcy Code naming Balbair Pal as joint debtor. An order of discharge was granted on June 12, 2020, discharging most debts (Case No. 2-15-bk-13711BKM).

No other person identified in Items 1 or 2 of this disclosure document has, during the 10-year period immediately before the date of this disclosure document, been involved as a debtor in proceedings under the U.S. Bankruptcy Code, filed as a debtor (or filed against him) a petition under a foreign bankruptcy, or has obtained a discharge of his debts under a foreign bankruptcy code.

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Item 5

INITIAL FEES

You must pay us an initial franchise fee of \$30,000 for each Denny's franchise. You must pay the initial franchise fee to us in good funds upon signing the Franchise Agreement. This fee, as described above, unless you sign a franchise agreement under a development incentive program, is uniform to all franchisees and is not refundable, in whole or in part, under any circumstance. The initial franchise fee in 2022 was \$30,000.

The initial franchise fee includes management training for you, your Managing Owner, your Designated Operator, if required (see Item 15), and your managers at an approved training restaurant. You must pay the then current costs associated with the New Restaurant Opening team, including salaries, travel, hotel, and meals for training at your Restaurant as it opens. As of the date of this disclosure document those fees range from \$0 to \$36,000 depending on the level of assistance provided. (See Item 11 for a complete description of the New Restaurant Opening training.) Therefore, the total amount you must pay to us or our affiliates may range between \$30,000 and \$66,000.

If you execute a **Successor Franchise Agreement**, you must pay an initial successor franchise fee of \$10,000 for a ten-year agreement or \$30,000 for a twenty-year agreement. This fee is payable in good funds when you sign the Successor Franchise Agreement. This fee is uniform to all successor franchisees and is not refundable, in whole or part, under any circumstances. The initial franchise fee paid for Successor Franchise Agreements in 2022 was \$10,000 for 10-year and 11-year agreements and \$30,000 for 20-year and 21-year agreements. In March 2022, we began offering franchisees the option of an eleven- year agreement for \$10,000, or a twenty-one year agreement for \$30,000 for all restaurants that were open during the COVID period of March 2020 through January 2022.

The initial successor franchise fee includes management training for any new Managing Owner, Designated Operator and your managers at an approved training restaurant.

If you qualify to sign a Successor Franchise Agreement, you have the option of continuing in business at your existing location by signing the Successor Franchise Agreement that has a ten, eleven, twenty, or twenty-one year term.

If you execute a **Franchise Agreement** for The Den by Denny's, you must pay an initial franchise fee of \$10,000 for a ten-year agreement. This fee is payable in good funds when you sign the Franchise Agreement. This fee is uniform to all franchisees for The Den and is not refundable, in whole or part, under any circumstances.

The initial franchise fee includes management training for you, your Managing Owner, your Designated Operator, if required (see Item 15), and your managers at an approved training location. You must pay the then current costs associated with the New Restaurant Opening team, including salaries, travel, hotel, and meals for training at your Restaurant as it opens. As of the date of this disclosure document those fees range from \$0 to \$36,000 depending on the level of assistance provided. (See Item 11 for a complete description of the New Restaurant Opening training.) Therefore, the total amount you must pay to us or our affiliates may range between \$10,000 and \$46,000.

We do not currently charge an additional initial franchise fee for our Virtual Brand Offerings.

FLIP Development Agreement

If you sign a FLIP Development Agreement (FLIP), your agreement will contain an exclusive agreement granting you the right to develop and open a specified number of restaurants within a designated geographical area(s) set out in Exhibit A to the development agreement (a "Territory"). Territories may range in size from an area within a radius of a specified intersection to an entire DMA or larger areas. We must approve each proposed site within the Territory. Exhibit B of the development agreement (the "Development Schedule") sets benchmarks and a required opening date for each new restaurant. The term of the development agreement generally begins on the date the development agreement is signed and terminates on the earlier of the opening of the last Denny's restaurant required under the Development Schedule or a termination of the development agreement, due to failure to meet the Development Schedule or other reasons.

Under FLIP you will commit to opening a specific number of restaurants and meet development benchmarks for each restaurant. If you open the restaurant(s) on time, we will contribute to you a development incentive to be paid through your Payment Card Agreement (Exhibit J). Your development incentive will be reduced by the amount of your initial franchise fee and any New Restaurant Opening (NRO) (Item 11) fee. If the development incentive is less than the initial franchise fee and NRO fee, you will pay the balance to us. For example: If the development incentive for a restaurant is \$200,000, the initial franchise fee is \$30,000, and the NRO fee is \$36,000, then we will contribute \$134,000 to you. If the development incentive for a restaurant is \$50,000, the initial franchise fee is \$30,000, and the NRO fee is \$36,000, then we will contribute \$0 to you and you will remain liable for \$16,000 under the applicable franchise agreement.

The development incentive amount varies by development market. See Exhibit I-2a.

You may lose exclusivity if you open any restaurant more than thirty (30) days late.

In addition to losing exclusivity, the development incentive amount may be reduced by ten percent (10%) every thirty (30) days if you open a restaurant more than thirty (30) days after the due date. For Example: If the development incentive is \$200,000 and you open the restaurant thirty-one (31) to sixty (60) days late, then you may lose exclusivity under FLIP and your development incentive may be reduced by up to \$20,000 or 10% to \$180,000. If you open the same restaurant sixty-one (61) to ninety (90) days late, then you may lose exclusivity and the development incentive may be reduced by up to \$40,000 or 20% to \$160,000. Likewise, if you open the same restaurant ninety-one (91) to one hundred twenty (120) days late, then you may lose exclusivity and the development incentive will be reduced by \$60,000 or 30% to \$140,000.

H2.0 Development Agreement

If you execute an H2.0 Development Agreement (H2.0-DA) you must pay a development deposit of \$30,000, regardless of the number of restaurants to be developed. The deposit is due when you sign the H2.0-DA and is payable in good funds. The deposit is uniform to all franchisees and is not refundable, in whole or in part, under any circumstances. The \$30,000 deposit will be applied to the initial franchise fee of your first restaurant opened under you H2.0-DA. You will pay \$30,000 initial franchise fee for each restaurant opened under your H2.0-DA.

For each restaurant, if you open that restaurant at least sixty days before the due date under your H2.0-DA, you will receive a \$10,000 credit toward your franchise finance account.

For each restaurant opened according to its development schedule, you will pay the following royalties and Brand Building Fund;

Fee	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 20
Royalty	1.5%	2%	2.5%	3.5%	4%	4.5%
Brand Building	1%	1.5%	2%	2%	2.5%	3%

We executed seven domestic H2.0 agreements in 2022 and received \$30,000 for six agreements and \$0 for one agreement.

Scrap and Rebuild/Offset Program

Under the **Scrape and Rebuild / Offset Program** you may request permission to relocate any existing restaurant, including a former company restaurant, to a brand-new building built in an approved type in the same trade area. The proposal may be subject to the process in place at that time for approving a new restaurant, including without limitation encroachment impact. Upon approval and completion of construction, you have the right to close the original restaurant and move the Denny's to the new location. To qualify for the Scrape and Rebuild / Offset Program, you must: (a) Identify and have a site approved for the replacement restaurant no later than two (2) years from the Takeover Date for the former company restaurant; (b) Open the Offset restaurant no later than three (3) years from the Takeover Date for the former company Restaurant; and (c) Not have the original and Rebuild / Offset restaurants open at the same time. If we deem any down time between closing and opening to be too long, we may impose requirements such as training as conditions to reopening. If you satisfy the requirements of the Scrape and Rebuild / Offset Program, you will receive a new Franchise Agreement with no initial franchise fee, and the term of the new Franchise Agreement will begin on the Opening Date of the new restaurant. The term will continue for a full twenty (20) years from the Opening Date of the Rebuild / Offset Restaurant, unless sooner terminated by us as provided for in the agreement. You may carry over any favorable royalty and brand building percentages for a period of time they were available under the original franchise agreement term.

Where DI sells an operating Denny's restaurant, you will be required to pay us an initial franchise fee under the Franchise Agreement and pay DI for the restaurant under a Purchase Agreement. You will acquire the equipment, POS equipment, leasehold improvements, furniture, furnishings, signs, small wares, trade fixtures and other fixed assets, the existing inventory of food, beverages, cleaning and operating supplies, and intangible business value. Real property may be available. DI sets the purchase price at its sole discretion, which depends upon factors such as location and sales volume of the Restaurant and the quality and market value of the (real and) personal property. Although DI's sale of the Restaurant to you requires our consent, we will not obtain an independent appraisal for the purchase price, and you are encouraged to independently evaluate the purchase price before you sign the Franchise Agreement and Purchase Agreement. In limited circumstances, DI will finance a portion of the purchase price of a former company Restaurant.

We have offered company restaurants under our **Operator to Franchisee Program** and provided qualified franchisees with a development credit. The development credit applied to company restaurants purchased within three years of separation of the company, so long as your first purchase was completed in the first year. To qualify for the Operator to Franchisee Program we considered your years of service with Denny's, employee performance rating, and credit rating. We did not sell any restaurants under the Operator to Franchisee Program in the last fiscal year.

Item 6

OTHER FEES

NAME OF FEE¹	AMOUNT	DUE DATE	REMARKS
Royalty	4.5% - 7% ² of your Gross Sales	Payable weekly	Gross Sales is defined in Note 3 below
Brand Building Fund	3% - 3.25% of your Gross Sales ⁴	Payable weekly	Gross Sales is defined in Note 3 below
Virtual Brand Offering Royalty Fee	4.5% of your Gross Sales	Payable weekly	Gross Sales is defined in Note 3 below
Virtual Brand Offering Brand Building Fee	3% of your Gross Sales	Payable weekly	Gross Sales in defined in Note 3 below.
Local Advertising Coop Fee	As determined by the Coop	Payable weekly	See Item 10 for details
Menus	\$340 to \$500 Prices subject to change for each menu rollout	2 required times per year (we may have optional menu offerings)	Pre-printed menus can be ordered through us or you may order shells and have menus printed with customer pricing independently
Gift Cards	\$74.75	As incurred	Gift Cards are packaged in boxes of 250 cards. Cost does not include shipping.
Additional Management Training	None	N/A	
New Restaurant Opening Training	\$0 to \$36,000 ⁵	30 days prior to beginning of training	Assistance and cost associated vary depending on level of training. -- See Item 11.
Insurance	Actual cost	Within 7 days of receipt of bill	If you fail to maintain required insurance coverage, we may obtain this coverage at your expense
Reimbursement for Products, Services, etc.	Actual cost	Within 7 days of receipt of bill	You must reimburse us for purchases we make on your behalf ⁶

NAME OF FEE¹	AMOUNT	DUE DATE	REMARKS
Audit	Cost of audit	Within 7 days of receipt of bill	Payable only if you fail to furnish required information or if you understate Gross Sales by more than 2%
Testing	Actual cost	Within 7 days of receipt of bill	Applies to products not on our approved products list
Correction of Deficiency or Unsatisfactory Condition	Actual cost	Within 7 days of receipt of bill	If you fail to correct deficiency, we may do so on your behalf and at your expense
Assignment	To be determined by Company from time to time, currently \$5,000 per restaurant, and \$7,500 for every restaurant which changes owners past its remodel due date.	Prior to transfer or within 7 days of receipt of bill	
Rent	Varies depending on type of lease ⁷	Weekly	Applies if you lease or sublease the Restaurant premises from DI
Sublease	75% of amount by which sublease rent paid to you exceeds rent you pay to us	Weekly	See Note 8
Interest	Lesser of 15% per year or maximum legal rate	Upon demand	Payable on overdue amounts
Successor Franchise	\$10,000 or \$30,000	Prior to signing new agreement	See Note 9
Costs and Attorneys' Fees	Actual cost	As incurred	Payable if you fail to comply with Franchise Agreement
Indemnification	Actual cost	As incurred	You must reimburse us if we are held liable for claims arising from your operation of the Restaurant
Standard Enterprise Technology Platform Support ¹⁰	To be determined by Company and may vary by location.	Monthly	Payable if you use our Standard Enterprise Restaurant Technology

NAME OF FEE¹	AMOUNT	DUE DATE	REMARKS
Credit Card Fees	As determined by third party card processors	Weekly	Fee Schedule is provided to you as Schedule 1 to the Payment Card Agreement
Denny's on Demand [off-site ordering and delivery] ¹⁰	\$250 Activation; \$39 Monthly; \$0.19 per order; \$0.06 dispatch fee per transaction; \$.86 for delivery	Monthly	All of these fees will be billed through your franchise finance account.
SCOC Surcharge ¹¹	\$0.02 per case	As Incurred	All of these fees will be billed through your MBM/McLane invoice.
iLumen – aggregation of franchise P&Ls ¹²	\$200	Annual	This fee will be billed through your franchise finance account.
CREATE – graphic design service ¹³	As incurred	As incurred	This fee will be billed through your franchise finance account.
Call Center Ordering ¹⁴	As incurred	Monthly	This fee will be billed through your franchise finance account.
Cost to indemnify us ¹⁵	As incurred	As incurred	You are required to indemnify and defend us from losses or claims relating to the operation of your restaurant.

NOTE 1: With the exception of fees contributed to a local advertising co-operative and the possible exception of reimbursement for products and services, all fees are imposed by and are payable to us or, in the case of rent or lease payments, DI. All fees are nonrefundable.

NOTE 2: The Royalty Fee for a standard restaurant without a development incentive is 4.5% of your weekly gross sales.

The Royalty Fee for restaurants that qualify for our Late-Night Closure Program (see Item 16) is 5% of your weekly gross sales.

Royalty – The Den. The Royalty for a Den by Denny's restaurant is 7% of your weekly gross sales.

Royalty – H2.0-DA.

If you sign an H2.0-DA agreement and open your restaurants according to your development schedule, you will pay reduced royalties for the first five years of each agreement as follows:

- 1st year – 1.5%
- 2nd year – 2%
- 3rd year – 2.5%
- 4th year – 3.5%
- 5th year – 4%

NOTE 3: "Gross Sales" means the total revenues derived by you in and from the Restaurant from all sales of food, goods, wares, merchandise and all services made in, upon, or from the Restaurant whether for cash, check, credit or otherwise, without reserve or deduction for inability or failure to collect the same, including sales and services where the orders originate at and are accepted by you into the Restaurant but delivery or performance is made from or at any other place, or other similar orders are received or billed at or from the Restaurant; and any sums or receipts from the sale of meals to employees of the Restaurant. Gross sales does not include rebates or refunds to customers; or the amount of any sales taxes or other similar taxes that you may be required to pay and do collect from customers to be paid to any federal, state or local taxing authority.

NOTE 4: The current brand building percentage is 3%.

Brand Building Fee – H2.0-DA

If you open a restaurant according to your development schedule under an H2.0-DA, you will pay reduced brand building fees for the first five years of each agreement as follows:

- 1st year – 1%
- 2nd year – 1.5%
- 3rd year – 2%
- 4th year – 2%
- 5th year – 2.5%

NOTE 5: We will assess the training needs of the Restaurant. Where the highest level of support is required, we will send, at your expense, a training crew prior to opening to assist in the training and development of your employees in all areas of restaurant operation. Additional New Restaurant Opening (NRO) training beyond the type and amount which we typically schedule (see Item 11, "New Restaurant Opening and Training Assistance," for a discussion of training which we typically schedule), is not available. The costs associated with the NRO training fee include salaries, lodging, meals, travel expenses, transportation, and other related expenses. Training must be scheduled at least 45 days prior to the opening date of your restaurant. The NRO Training Manager will arrive at your restaurant 13 days prior to the opening date of your restaurant, and the NRO training crew will arrive at your restaurant 11 days prior to the opening date of your restaurant. If you request that the NRO training be rescheduled within 45 days of the beginning training date (within 58 days of your opening date) you will be responsible for any additional fees we incur, including, but not limited to, salary, lodging, transportation, and meals. If the training is delayed after the NRO training crew is on site, you will be responsible for any additional cost we incur. The per diem cost of such training assistance, including salary and related benefits (including lodging, but excludes airfare and rental car) is approximately \$400 for a manager and \$400 per trainer. With our permission, your openings may be led by your own appropriate infrastructure including an approved NRO Manager (FNROM).

- NOTE 6: You must reimburse us for all fees, costs, expenses, taxes and charges which we pay on your behalf for products, services, supplies, equipment, goods, materials or inventory furnished to you by us, an affiliate or any third party, including taxing authorities, governmental agencies, vendors, contractors, and insurance carriers.
- NOTE 7: If DI has owned and operated the Restaurant which you will operate under a Franchise Agreement with us, you must execute a Sublease with DI for the Restaurant real estate ((Sub)Lease Exhibit H). DI and DR may elect to sell real estate they own. DI may increase minimum rent under the (Sub)Lease, and these payments will vary depending on the location and size of the Restaurant premises. Minimum weekly rental payments range from \$770 to \$6,034 or more. In addition to a minimum rental payment, you will also be required to make percentage rental payments based upon the Gross Sales for the Restaurant less any amounts paid for minimum rent. DI may also increase the amount of percentage rent due under the terms of the (Sub)Lease. There are several ways in which rent will be determined. For former company restaurants, rent may be based on: 1) pass through; 2) 7-8% of Net Sales; or 3) fair market value on real estate we own, or variations of these approaches. DI may require you to pay a security deposit equal to the minimum monthly rent.
- If you execute a (Sub)Lease with DI, you will also be required to pay, as additional rent, all real property, business, occupation, personal property, sales, use, transfer and other taxes and assessments levied against the premises. This amount will be paid weekly based upon the previous year's taxes, if applicable, and DI's estimate of the sum (amortized on a weekly basis) of such taxes and assessments which will become due and payable by you during any applicable tax year. If the actual sum of taxes and assessments exceeds the estimated amount, you must pay DI the excess. If the actual sum of taxes and assessments is less than the estimate, DI will credit the difference to your account for the following tax year.
- NOTE 8: If you execute a (Sub)Lease for the Restaurant and later sub-sublease or sublease the Restaurant, DI is entitled to receive as supplemental rent 75% what you collect for the property in excess of the rent you pay DI. In addition, you are required to pay DI a fee of \$250 for the review of a requested sub-sublease or sublease.
- NOTE 9: You have no right or option to renew the franchise upon the expiration of the term of the Franchise Agreement. We may elect, in our sole discretion, to offer you a new franchise if you are in good standing under all of your agreements with us. This will be a Successor Franchise Agreement. The initial franchise fee for a Successor Franchise Agreement is \$10,000 for a ten or eleven-year agreement or \$30,000 for a twenty or twenty-one-year agreement.
- NOTE 10: Restaurants using the Brand Technology Platform will pay a weekly Brand Technology Fee (BTF) for technology support, payable through your franchise account. This fee includes helpdesk, standard reporting, and menu/discount maintenance based on the marketing calendar. This fee will adjust as necessary based on planned support requirements. The current fee is \$55 per week for Xenial and \$45 per week for DINE. In addition, we collect recurring fees on behalf of third parties: data extraction and software delivery \$60 annually, endpoint protection \$22 per device, and software subscription of \$125 per month for Xenial and \$33.33 per

month for DINE. Additional fees may be required based on optional services you elect. These fees are subject to change. Additional menu maintenance, specialized data extracts or reporting, and all other service requests are subject to charges and expenses. These charges are collected weekly, monthly, or annually through your franchise finance account based on vendor invoicing. (See Exhibit K.)

Customer-facing payment terminals from Verifone have a monthly service fee of \$28.

We use a mobile and online ordering system through Mobo Systems, Inc. (Olo). With Olo, customers can place an order through mobile or online devices connected to the internet (such as a smartphone or computer) and submit credit card payment. For Standard Enterprise Technology Platform units, the order will automatically print on restaurants' front of house printers, kitchen printers or kitchen displays. For Non-Standard Enterprise Technology Platform units, the order will be sent to a back-office computer or laptop inside the restaurant running Olo's Self-Service Ordering System—or SSOS, for short. From there, the order can be set up to automatically print, and restaurant staff will enter the ticket details into the POS.

To participate, restaurants will pay Mobo Systems Inc. a service activation fee of \$250 (or a location transfer fee of \$100) and a monthly service fee of \$39, in addition to transaction fees of \$0.19 per order. Many restaurants are eligible for delivery arranged by Olo or other parties not affiliated with us, which offer guests the opportunity to pay for their order on the provider's or third party's platform. For orders where Olo arranges delivery (ie. Olo Dispatch), restaurants will pay an additional Dispatch fee of \$0.06 per transaction and contribute \$0.86 per order towards the delivery service provider's fee charged to the guest. All of these fees will be billed through your franchise finance account. (See Exhibit K-1).

For Third-Party Marketplace orders that originate on platforms such as DoorDash, UberEats, Postmates, or Grubhub, delivery companies typically charge restaurants a commission fee that ranges from 6-24% of the total order; to help offset this commission rate, Denny's currently enables our Operators to add a pricing surcharge of either 10%, 12.5%, 15%, 17.5% or 20%, with all prices rounded up to the nearest \$0.09 ending.

For each Virtual Brand Offering concept there is a \$6.50 per month fee payable to Olo for the integration of a new concept through Olo Rails. Variable costs are \$0.19 per transaction.

NOTE 11: The SCOC currently charges two cents (\$0.02) to each case delivered by MBM/McLane to cover expenses of SCOC related to programs, personnel, meetings, travel and costs.

NOTE 12: iLumen – you may be required to pay \$200 per year for each restaurant as the cost to use third party software which aggregates and compares P&Ls from company and franchise restaurants.

NOTE 13: CREATE services – we provide local store marketing templates to you at no charge. However, if you want specialized marketing services (stickers, coupons,

bar menus, local partnerships, etc.), we charge a fee per job. We will send you an estimate for you to agree to before work begins.

NOTE 14: Call Center Ordering is an optional program for eligible Denny's Franchisees. In this program, restaurants convert their phone lines to a Voice over Internet Protocol (VOIP) system that includes an Auto Attendant/IVR setup to allow guests calling your restaurant to select from a menu of options. Guests who indicate they want to place an order for Pickup, Delivery, or Curbside will be routed to one of TSD Global's call center agents. The agent will take the guest's order and enter it into a user interface from Olo (called Olo Switchboard) that sends the order directly to your POS, just as if the guest digitally placed their order at dennys.com.

Call Center Ordering enables our restaurants to increase their overall to-go sales and profit by ensuring every phone call to the restaurant is answered and handled by a professional call center agent who can effectively promote upsells/add-ons to drive a higher average check.

To participate, restaurants need to implement the VOIP solution from Comcast and notify our Denny's On Demand team that you want to participate. Monthly services fees for VOIP are typically more cost effective than those of traditional phone lines. Fees to DoorDash Voice Ordering are \$1.75 per order (no charges are billed for non-order calls). DoorDash Voice Ordering fees will be billed monthly through your Franchise finance account.

NOTE 15: Your franchise agreement will require you indemnify us, our parents, affiliates, owners, officer, and directors, and reimburse us, from any losses, claims, expenses, damages, and liability related to the operation of your restaurant including delivery and take-out.

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**Item 7
INITIAL INVESTMENT
YOUR ESTIMATED INITIAL INVESTMENT¹**

DENNY'S HERITAGE 2.0 PROTOTYPE FACILITY:

<i>ITEM</i>	<i>AMOUNT</i>	<i>METHOD OF PAYMENT</i>	<i>WHEN DUE</i>	<i>TO WHOM PAYMENT IS TO BE MADE</i>
Initial Franchise Fee ²	\$30,000	Lump sum	Upon signing Franchise Agreement	DFO
Site Improvements	\$0 – \$300,000	As required	As incurred	Seller, Vendors
Building and Improvements ³	\$800,000- \$1,000,000	As required	As incurred	Seller, Vendors
Architectural Design and Engineering ⁴	\$30,000 to \$60,000	As required	As incurred	Architect and Engineering
Equipment, Fixtures and Furnishings	\$350,000 to \$450,000	As required	As required	Contractor, Vendors
Signs	\$40,000 to \$90,000	As required	As required	Vendor
Standard Enterprise Technology Platform ⁵	\$25,000 - \$40,000	As required	As required	Vendor

SUBTOTAL (building and equipment): \$1,275,000 to \$2,000,000.

Opening Inventory and Supplies ⁶	\$20,000 - \$30,000	Lump Sum	As incurred	Vendors
Opening Advertising	\$3,000 - \$5,000	As required	As incurred	Vendors
Opening Menus	\$340 - \$500	Lump Sum	Prior to Opening	DI or Vendors
Opening Gift Cards ⁷	\$74.75	Lump Sum	Prior to Opening	Vendor
New Restaurant Opening Training Team ⁸	\$0 - \$36,000	Lump Sum	40 days prior to training	DFO
Security Deposits	\$10,000 - \$15,000	As required	As incurred	Lessor, Utilities
Insurance	\$15,000 - \$20,000	As required	As incurred	Insurer
Soft Costs (Permits, Survey, Inspections) ⁹	\$5,000 - \$100,000	As required	As incurred	City, County, and/or State Agencies
Additional Funds - 3 months ¹⁰	\$100,000 - \$150,000	As incurred	As incurred	Employees, Vendors, Utilities

TOTAL ESTIMATED INITIAL INVESTMENT (exclusive of land): \$1,428,424.75 to \$2,326,574.75.¹¹

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<i>ITEM</i>	<i>AMOUNT</i>	<i>METHOD OF PAYMENT</i>	<i>WHEN DUE</i>	<i>TO WHOM PAYMENT IS TO BE MADE</i>
Initial Franchise Fee ²	\$10,000	Lump sum	Upon signing Franchise Agreement	DFO
Building and Improvements ³	\$40,000 – \$250,000	As required	As incurred	Seller, Vendors
Architectural Design	\$15,000 – \$40,000	As required	As incurred	Architect
Equipment, Fixtures and Furnishings	\$75,000 – \$195,000	As required	As required	Contractor, Vendors
Signs	\$5,000 – \$20,000	As required	As required	Vendor
Standard Enterprise Technology Platform ⁵	\$20,000 - \$40,000	As required	As required	Vendor

SUBTOTAL (building and equipment): \$165,000 to \$555,000.

Opening Inventory and Supplies ⁶	\$7,000 – \$20,000	Lump Sum	As incurred	Vendors
Opening Advertising	\$3,000 – \$5,000	As required	As incurred	Vendors
New Restaurant Opening Training Team	\$0 - \$36,000	Lump Sum	40 days prior to training	DFO
Security Deposits	\$10,000 – \$15,000	As required	As incurred	Lessor, Utilities
Insurance	\$15,000 – \$20,000	As required	As incurred	Insurer
Soft Costs (Permits, Inspections) ⁹	\$5,000 – \$25,000	As required	As incurred	City, County, and/or State Agencies
Additional Funds - 3 months ⁹	\$100,000 – \$150,000	As incurred	As incurred	Employees, Vendors, Utilities

TOTAL ESTIMATED INITIAL INVESTMENT (exclusive of land): \$305,000 to \$826,000.¹¹

DENNY'S TRAVEL CENTER [new construction]:

<i>ITEM</i>	<i>AMOUNT</i>	<i>METHOD OF PAYMENT</i>	<i>WHEN DUE</i>	<i>TO WHOM PAYMENT IS TO BE MADE</i>
Initial Franchise Fee ²	\$30,000	Lump sum	Upon signing Franchise Agreement	DFO
Building and Improvements ³	\$405,000-\$700,000	As required	As incurred	Seller, Vendors
Architectural Design and Engineering ⁴	\$20,000 to \$50,000	As required	As incurred	Architect and Engineering
Equipment, Fixtures and Furnishings	\$350,000 to \$450,000	As required	As required	Contractor, Vendors
Signs	\$20,000 to \$90,000	As required	As required	Vendor
Restaurant Technology Systems ⁵	\$25,000 - \$40,000	As required	As required	Vendor

SUBTOTAL (building and equipment): \$850,000 to \$1,350,000.

Opening Inventory and Supplies ⁶	\$20,000 - \$30,000	Lump Sum	As incurred	Vendors
Opening Advertising	\$3,000 - \$5,000	As required	As incurred	Vendors
Opening Menus	\$340 - \$500	Lump Sum	Prior to Opening	DI or Vendors
Opening Gift Cards ⁷	\$74.75	Lump Sum	Prior to Opening	Vendor
New Restaurant Opening Training Team ⁸	\$0 - \$36,000	Lump Sum	40 days prior to training	DFO
Security Deposits	\$10,000 - \$15,000	As required	As incurred	Lessor, Utilities
Insurance	\$15,000 - \$20,000	As required	As incurred	Insurer
Soft Costs (Permits, Survey, Inspections) ⁹	\$5,000 - \$75,000	As required	As incurred	City, County, and/or State Agencies
Additional Funds - 3 months ¹⁰	\$100,000 - \$150,000	As incurred	As incurred	Employees, Vendors, Utilities

TOTAL ESTIMATED INITIAL INVESTMENT (exclusive of land): \$1,003,414.725 to \$1,681,574.75.¹¹

NOTE 1: With the exception of the Security Deposits, none of these expenses is refundable.

NOTE 2: If you execute an H2.0-DA you must pay a development deposit of \$30,000, regardless of the number of restaurants to be developed. The deposit is due when you sign the H2.0-DA and is payable in good funds. The deposit is uniform to all franchisees and is not refundable, in whole or in part, under any circumstances. The \$30,000 deposit will be applied to the initial franchise fee of your first restaurant opened under you H2.0-DA. You will pay \$30,000 initial franchise fee for each restaurant opened under your H2.0-DA.

For each restaurant, if you open that restaurant at least sixty days before the due date under your H2.0-DA, you will receive a \$10,000 credit toward your franchise finance account.

For each restaurant opened according to its development schedule, you will pay the following Royalties and Brand Building Fund;

Fee	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 20
Royalty	1.5%	2%	2.5%	3.5%	4%	4.5%
Brand Building	1%	1.5%	2%	2%	2.5%	3%

NOTE 3: Our Heritage 2.0 prototype is approximately 4200 square feet with 150 seats. This building is scalable and can expand to 5200 square feet with 220 seats or reduced to 3400 square feet with 115 seats. Heritage 2.0 requires roughly 1 acre of real estate with 50 – 75 automobile parking spaces. The interior uses Denny's new Heritage 2.0 design image. The Den by Denny's can range from a counter to 2,500 square feet and is designed for a multi-use or free-standing building. Denny's Travel Center is approximately 4,000 square feet (140 seats), with parking provided by the travel center.

Real estate may range from \$300,000 to \$1,500,000 or more. If you convert an existing building, the cost may vary from \$500,000 to \$1,200,000 plus the cost of purchasing or leasing the building. The cost of purchasing real estate, or the capitalized value of the lease on existing land and building, may vary from \$400,000 to \$2,000,000. For Denny's Travel Center, you will lease the property from a third party.

NOTE 4: Range includes Civil Engineering cost of \$15,000 to \$30,000.

NOTE 5: Includes cost of installation and training.

NOTE 6: Includes non-ingredients and initial food inventory.

NOTE 7: Gift Cards and Gift Card Carriers are packaged in boxes of 250 cards. The current cost is \$72.25 per box. The cost of shipping is extra.

NOTE 8: This amount does not include airfare.

NOTE 9: Your soft costs will vary. The permitting costs to develop and open the Den may be lower than the cost to develop and open a prototype Heritage 2.0 Denny's or a travel center Denny's due to the smaller footprint and typical locations for the Den.

NOTE 10: You will need capital to support ongoing expenses, such as payroll and utilities, to the extent that these costs are not covered by sales revenue. New businesses typically require a higher working capital during pre-opening and opening, and we estimate that the disclosed amount will be sufficient to cover ongoing expenses for your first three months of operating the Restaurant. This is, however, only an estimate and there is no assurance that additional working capital will not be necessary during or after this start-up phase. Your actual costs will depend on factors including your management skill, experience and business acumen; local competition and economic conditions; the local market for the Restaurant; the prevailing wage rate; and the sales level reached during the start-up phase.

NOTE 11: We relied upon 70 years of experience in the restaurant business to compile these estimates. You should review these figures carefully with a business advisor, accountant or attorney before making a decision to purchase a Denny's franchise.

* * *

If you purchase a company restaurant, you may, depending upon the particular circumstances, make a greater investment than shown in the above table. The price for a company restaurant will be set forth in the Purchase Agreement and is broken down into six or seven categories: equipment, POS equipment, leasehold improvements, food and non-ingredients, intangible business value, franchise fee (if applicable), liquor license or beer and wine license (if applicable), and sales tax on equipment (if applicable). We did not sell any company restaurants in the last fiscal year.

If you sign a H2.0-DA agreement you must pay us the deposit described in Item 5. You will also need funds for working capital to pursue your development obligations. We are unable to estimate the extent of your working capital needs, which will depend in large part on the number of restaurants you are obligated to develop and timing of openings. Our current estimate of the initial investment required for each restaurant you open is described above.

The current approved restaurant design is known as Heritage 2.0.

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Item 8

RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES

Generally

To ensure the highest degree of quality and service, you must operate the Restaurant in strict conformity with our methods, standards, and specifications and you must purchase goods, services, supplies, fixtures, equipment, and inventory only from vendors we have approved. Under the current standards we have established for the System, you are not required to purchase or lease anything from us other than the Standard Enterprise Technology Platform support and credit card processing services, where we are the intermediary for a third party.

We do not receive any revenue from third party vendors as a result of your required purchases or leases. As discussed below, DI will derive income if you purchase a former company restaurant and lease or sublease the Restaurant premises from it. We do not provide any material benefits to you based on your use of approved suppliers.

We do not have any officers who own any interest in any supplier.

Site Selection/Improvements

Under the H2.0-DA agreements, you must comply with all of our expansion criteria. We will evaluate your expandability annually. Once approved for expansion, you must submit for our approval each proposed site for the development of a Denny's restaurant in strict accordance with the schedule in your agreement. Generally, we will notify you whether we approve a site within four months of your submission of a complete site package. If we disapprove a site, and you are still eligible for expansion, you may submit another site for our consideration, but this will not extend your development schedule unless mutually amended in writing. You must also obtain our approval of your final plans prior to the start of construction. See Item 12 for full details.

Lease of Premises

You must send us a copy of any lease for the Premises, which must contain the following terms and conditions:

- (a) The Premises must be used only for the operation of a Denny's Restaurant;
- (b) The landlord consents to your use of the Premises as a Denny's Restaurant which will be open during the required days and hours set out in the Franchise Agreement and the Brand Standards/HAACP Manual;
- (c) The landlord agrees to furnish us with copies of any and all letters and notices sent to you, including notices of default, pertaining to the lease and the Premises, at the same time that these letters and notices are sent to you;
- (d) You may not sublease or assign all or any part of your occupancy rights in the Premises, or extend the term or renew the lease, without our prior written consent;

- (e) We will have the right to enter the Premises to make any modifications necessary to protect our trademarks and related proprietary rights and marks or to cure any default under the lease or under the Franchise Agreement; and
- (f) We will have the right, at our sole option and without any obligation whatsoever to do so, to assume your occupancy rights under the lease for the remainder of its term upon your default or termination under the lease or under the Franchise Agreement.

Purchase of Equipment, Furniture, Fixtures and Signs

You must purchase fixtures, furniture, equipment, and Point of Sale (POS) equipment, gift card processing equipment, signs, and supplies for the Restaurant. You must use only types or brands of fixtures, furniture, equipment, POS equipment, gift card processing equipment, signs, and supplies that we have approved from time to time as meeting our specifications and standards. You will be required to purchase or lease approved types, brands, or models of fixtures, furniture, equipment, restaurant technology, signs, and supplies only from vendors approved by us. Approved vendors are found in our Brand Standards Manual.

If you want to purchase fixtures, furniture, equipment, gift card processing equipment, signs, or supplies of a type, brand or model, or from a vendor that we have not approved, you must notify us and submit to us information as we request. We will notify you whether you are authorized to purchase the product for the Restaurant. We may impose reasonable inspection and supervision fees on franchisees or vendors to cover the costs we incur in making the decision.

Company Restaurants

If you purchase a company restaurant from DI, you must purchase the equipment, restaurant technology equipment, leasehold improvements, food and non-ingredients, and intangible business value from DI under a Purchase Agreement. Real property may be separately available from DI or DR. When you execute a (Sub) Lease with DI for use of the Restaurant premises and other property, you must pay DI a weekly rental. The (Sub) Lease term may be the term of the Franchise Agreement, the underlying master lease, or in some case a portion of the remaining master lease term. DI may derive income, on a net basis, from you.

If you purchase a company restaurant, you will receive the Standard Enterprise Technology Platform equipment as part of your purchased assets. All of the software license subscriptions will be transferred to you as part of the purchase. You will pay all software transfer fees, maintenance, and services for the restaurant technology license subscriptions as they become due. All payments will be made and collected pursuant to the Payment Card Agreement.

Payment Card Agreement

You will be required to sign our Payment Card Agreement and participate in our credit and gift card programs. The term of the Payment Card Agreement will be for length of your Franchise Agreement. Under the Denny's credit card program, all sales at the Restaurant paid with a credit card are remitted directly to DI. After receiving these credit card payments on your behalf, DI will subtract any payments which you may owe to us (including royalties, brand building fees, and any other periodic payments) as well as any amounts which you may owe to DI (including any payments due under a (Sub) Lease executed in connection with your purchase of the former company

or FDP restaurant), then we will remit to you the balance, if any. Franchisees who sign a Successor Franchise Agreement are also required to sign the Payment Card Agreement and participate in our credit card program.

New Product Offering Program

To participate in a New Product Offering, you must execute the New Product Offering Program Addendum for that offering. Currently, DoorDash, Postmates and UberEats are the only approved third-party delivery platforms for The Burger Den.

Gift Card Program

All franchisees other than institutional operators of non-traditional Denny's are required to participate in our gift card program, under which you will sell and redeem gift cards that are common to all participating restaurants. Under the gift card program, you will be required to sign a participation agreement with us and our service provider, (currently Comdata Stored Value Systems, Inc. (CSVs)) and comply with their requirements. CSVs requires that you provide them with automated withdrawal rights over a bank account where you will maintain a balance from time to time at least equal to the amount of gift cards you have sold plus program fees. This can be an account with your other restaurant monies or a separate account just for CSVs. Through this account, the service provider will deposit the amount of gift cards that you redeem which were sold elsewhere and will withdraw the amount of gift cards you sold which were redeemed elsewhere. In addition to the gift card amounts, CSVs will withdraw service fees from your bank account. These fees will vary, but currently franchisees pay \$10 each month for each bank account as a service fee to CSVs, a cost per gift card of \$0.289, between \$0.03 and \$0.05 per transaction, and 9% for every redeemed gift card that was originally sold at a third party retailer, all withdrawn monthly.

Gift cards purchased in the United States can only be redeemed at restaurants located in the US. Gift cards cannot currently be used as payment for Denny's on Demand.

Food Products, Beverages, Supplies, Materials and Menus

The reputation and goodwill of Denny's restaurants are based on, and can only be maintained by, the sale of high-quality products and services. Accordingly, you will be required to conform to our specifications and quality standards and purchase from vendors we approve for food products, beverages, and materials.

We have compiled a list of approved products and approved distributors which comply with our specifications. Our specifications may include minimum standards for the quality of food products and other restrictions. Currently, only MBM Corporation, dba McLane Foodservice (McLane), located at 2641 Meadowbrook Road, Rocky Mount, North Carolina 27802, is approved by us as a national distributor of most products and supplies to Denny's restaurants. However, you may purchase or lease from any approved vendor and may purchase from any other vendor you select if you first submit to us a written request for approval for the vendor. Our criteria for approving suppliers are available to you upon request. We may require an inspection of any other vendor's facilities and delivery of samples of any other vendor's products to us or to an independent laboratory. We will evaluate any product which you are considering for purchase to determine whether the item complies with our specifications. Within a reasonable time following the completion of our evaluation, generally within six weeks, we will give you the results and, if disapproved, the reasons for the non-approval of any item, vendor or distributor. If at any time a supplier ceases

to meet our specifications, we may revoke approval. We may impose reasonable inspection and supervision fees on franchisees, distributors or vendors to cover the costs we incur in evaluating any vendor or distributor on your behalf. We may impose limits on the number of vendors or brands for any product.

We purchase products for our company-owned restaurants under our own contract with McLane. Our contract requires us to notify McLane in advance of any sale of a franchise or franchise restaurant. New franchisees must make arrangements directly with McLane to establish an account.

We have an Intranet website, www.dennys.onelogin.com, where you have access to our requirements, information, and standards. At least one person (management level or above) in your organization must have a valid user name for dennys.onelogin. We require that your restaurant(s) sign up for the eSupply / courtesy shipment function. With courtesy shipment, you will receive an email for each new product training and roll-out event. Plus, unless you change the quantity on dennys.onelogin, each restaurant will receive a courtesy shipment when a new product is introduced. Your restaurant(s) will be billed for the cost of the product and shipping.

You may purchase menus indicating prices of your choice from any menu printer or vendor, so long as the menus are identical in appearance and quality to the menus available for purchase from our approved menu supplier. The prices you charge for menu items are solely at your discretion.

You may order printed restaurant supplies (business forms, training materials, posters, local store marketing, etc.) from a vendor unaffiliated with us, or from any other vendor you select or you may have the forms printed by a print shop using the electronic images provided on Denny's Distribution/Marketing web site (www.dennys.onelogin.com).

We and the Denny's Franchisee Association ("DFA") created the Supply Chain Oversight Committee ("SCOC") to collaborate on strategic supply chain oversight and improvements for traditional, full-service restaurants within the contiguous 48 United States. You are obligated to enter into a Franchisee Participation Agreement in the form approved from time to time by the SCOC. The SCOC currently sets and collects a \$0.02 case surcharge on all purchases through McLane to cover expenses of the SCOC such as programs, personnel, meetings, travel and costs. This fund may also be used for payments to franchisees.

Denny's, Inc. negotiates terms for most of the goods and many of the services used in company and franchise restaurants. These arrangements typically do not include rebates or other consideration from the vendor. However, there are a limited number of products where we and franchisees receive rebates. Franchisees participate directly in certain programs where they receive rebates equal or higher to those we receive. Other programs have rebates paid to us, which may be based on volume purchased by both company and franchise stores, or the total business with Denny's system. All rebates that we receive related to purchases by franchise stores go to the general brand building fund (discussed in Item 11). We do not recognize any of the rebates with respect to purchases by franchisees as income on our financial statements.

Our Revenue from Sales and Leases to You

We derived \$256,676,000 -- or 56% -- of our FY2022 revenue of \$456,429,000 from royalties, fees, and occupancy income from Denny's franchisees. This information is derived from DI's unaudited internal accounts. We estimate that the percentage of the total expenditures you

incur in operating the Restaurant which will be comprised of franchise fees and sublease or lease payments to us or our affiliates will range from 7.5% to 27.5% of your total purchases and leases of goods and services to establish and operate the restaurant.

Specifications, Standards and Procedures

Each aspect of the interior and exterior appearance, layout, decor, services, and operation of the Restaurant is subject to our specifications and standards. You are required to comply with all mandatory specifications, standards, and operating procedures (whether contained in the Brand Standards/HACCP Manual or any other written communication) relating to the appearance, function, cleanliness and operation of the Restaurant.

Maintenance and repair of the Restaurant are solely your responsibilities. For the duration of the Franchise Agreement, you must, at your expense, maintain the Restaurant building, parking lot, equipment, smallwares, utensils, supplies, and inventory in full working order and good repair. You must replace any of the equipment and repaint the Restaurant as necessary to satisfy Section 12 of the Franchise Agreement. Replacement equipment must be of the same type and quality as are being installed in new Denny's restaurants at the time replacement is required. All replacement equipment must comply with our current requirements and specifications. You must, at your cost and expense, keep the Restaurant in clean, safe, and sanitary condition at all times in accordance with the Brand Standards/HACCP Manual, any lease or sublease for the Restaurant site, and all applicable federal, state and local laws.

We may require the Restaurant to be remodeled at your expense at any time but not more frequently than once every eight years. However, you will not be obligated to perform remodeling work in excess of the scope of remodeling work being done under our then-current remodeling program. As part of your remodeling requirements, you must update all signs used in connection with the Restaurant, including interior and exterior signs, to conform to our current sign criteria. In addition to remodel requirements, you must change your signage to comply with our updated or revised requirements when such revisions have been implemented at 70% of the Denny's restaurants owned and operated by DI.

Advertising by Franchisee

Your local advertising will be subject to our prior written approval. We will not derive income from your purchase of local advertising.

Restaurant Technology

We require that you purchase and implement at your expense our Standard Enterprise Technology Platform system to enter customer orders and collect payment and facilitate restaurant technology we deem necessary. This system was designed specifically for Denny's restaurants, and includes hardware and software, managed network services, payments as a service, optional business applications such as labor scheduling and inventory control systems, secured access to internet or extranet based web sites and web applications, e-learning, and processing of Denny's stored value gift cards. You must use approved hardware, software, and service providers.

Denny's has the right to verify the sales information you submit, and we may export sales information directly from your restaurant technology, or otherwise obtain information regarding the sales at the Restaurant.

We reserve the right to connect to and extract data from your systems. We may require you to participate in sharing daily financial sale, product mix, and other pertinent data. We will own all data we obtain.

Denny's standards may change from time to time through the term of your Franchise Agreement. You may be required, at your expense to upgrade business systems (hardware, software, connectivity, etc.) as Denny's standards are updated. There are no limitations to the frequency and costs for the required upgrades.

If you purchase a company restaurant, you will receive the Standard Enterprise Technology Platform as part of your purchased assets. All of the software license subscriptions will be transferred to you as part of the purchase. You will pay all software transfer fees, maintenance, and services for the restaurant technology license subscriptions as they become due. All payments will be made and collected pursuant to the Payment Card Agreement.

Restaurants using the Brand Technology Platform will pay a weekly Brand Technology Fee (BTF) for technology support, payable through your franchise account. This fee includes helpdesk, standard reporting, and menu/discount maintenance based on the marketing calendar. This fee will adjust as necessary based on planned support requirements. The current fee is \$55 per week for Xenial and \$45 per week for DINE. In addition, we collect recurring fees on behalf of third parties: data extraction and software delivery \$60 annually, endpoint protection \$22 per device, and software subscription of \$125 per month for Xenial and \$33.33 per month for DINE. Additional fees may be required based on optional services you elect. These fees are subject to change. Additional menu maintenance, specialized data extracts or reporting, and all other service requests are subject to charges and expenses. These charges are collected weekly, monthly, or annually through your franchise finance account based on vendor invoicing. (See Exhibit K.)

Customer-facing payment terminals from Verifone have a monthly service fee of \$28.

We use a mobile and online ordering system through Mobo Systems, Inc. (Olo). With Olo, customers can place an order through mobile or online devices connected to the internet (such as a smartphone or computer) and submit credit card payment. For Standard Enterprise Technology Platform units, the order will automatically print on restaurants' front of house printers, kitchen printers or kitchen displays. For Non-Standard Enterprise Technology Platform units, the order will be sent to a back-office computer or laptop inside the restaurant running Olo's Self-Service Ordering System—or SSOS, for short. From there, the order can be set up to automatically print, and restaurant staff will enter the ticket details into the POS.

To participate, restaurants will pay Mobo Systems Inc. a service activation fee of \$250 (or a location transfer fee of \$100) and a monthly service fee of \$39, in addition to transaction fees of \$0.19 per order. Many restaurants are eligible for delivery arranged by Olo or other parties not affiliated with us, which offer guests the opportunity to pay for their order on the provider's or third party's platform. For orders where Olo arranges delivery (ie. Olo Dispatch), restaurants will pay an additional Dispatch fee of \$0.06 per transaction and contribute \$0.86 per order towards the delivery service provider's fee charged to the guest. All of these fees will be billed through your franchise finance account. (See Exhibit K-1).

For Third-Party Marketplace orders that originate on platforms such as DoorDash, UberEats, Postmates, or Grubhub, delivery companies typically charge restaurants a commission fee

that ranges from 6-24% of the total order; to help offset this commission rate, Denny's currently enables our Operators to add a pricing surcharge of either 10%, 12.5%, 15%, 17.5% or 20%, with all prices rounded up to the nearest \$0.09 ending.

For each Virtual Brand Offering concept there is a \$6.50 per month fee payable to Olo for the integration of a new concept through Olo Rails. Variable costs are \$0.19 per transaction.

Call Center Ordering

Call Center Ordering is an optional program for eligible Denny's Franchisees. In this program, restaurants convert their phone lines to a Voice over Internet Protocol (VOIP) system that includes an Auto Attendant/IVR setup to allow guests calling your restaurant to select from a menu of options. Guests who indicate they want to place an order for Pickup, Delivery, or Curbside will be routed to one of DoorDash Voice Ordering's call center agents. The agent will take the guest's order and enter it into a user interface from Olo (called Olo Switchboard) that sends the order directly to your POS, just as if the guest digitally placed their order at den-nys.com.

Call Center Ordering enables our restaurants to increase their overall to-go sales and profit by ensuring every phone call to the restaurant is answered and handled by a professional call center agent who can effectively promote upsells/add-ons to drive a higher average check.

To participate, restaurants need to implement the VOIP solution from Comcast and notify our Denny's On Demand team that you want to participate. Monthly services fees for VOIP are typically more cost effective than those of traditional phone lines. Fees to DoorDash Voice Ordering are %1.75 per order (no charges are billed for non-order calls). DoorDash Voice Ordering fees will be billed monthly through your Franchise finance account.

Insurance

You must maintain current and effective insurance policies issued by carriers acceptable to us for:

- (1) comprehensive general and product liability insurance in the amount of at least \$1,000,000 combined single limit (\$3,000,000 aggregate if you own three or more restaurants), along with a Grantor of Franchise endorsement;
- (2) all risk insurance, covering the building, structures, equipment, improvements, and the contents in and at the Restaurant, on a full replacement cost basis, including an agreed amount endorsement if applicable, insuring against all risks of direct physical loss;
- (3) business interruption insurance for actual loss sustained, covering the rental of the Restaurant site, previous profit margins, weekly royalty and brand building fees paid to us, maintenance of competent employees and other fixed expenses;
- (4) workers' compensation insurance as may be required by applicable law;
- (5) liquor (dramshop) liability insurance if you have a liquor or beer and wine license and you sell alcoholic beverages in the Restaurant;

- (6) Builder's All Risk insurance in connection with and before you start any construction, refurbishment or remodeling of the Restaurant;
- (7) commercial umbrella insurance, with limits of at least five million dollars (\$5,000,000) (\$10,000,000 if you own three or more restaurants) which must be excess to the general liability, automobile, worker's compensation coverage, and professional liability; and
- (8) Auto insurance covering any automobiles.

Each insurance policy must name us, our affiliates, parents, and subsidiaries as additional insureds and must include other provisions as we require. You must deliver to us certificates of insurance or a copy of the subject policies. If you fail to deliver to us proof of insurance or if your insurance is canceled, expires or is otherwise terminated, we have the option to purchase the required insurance on your behalf and you must reimburse us for its cost. We will not derive income from purchasing insurance for you.

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Item 9

FRANCHISEE'S OBLIGATIONS

This table lists your principal obligations under the franchise and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this disclosure document. Unless otherwise noted, the sections referenced for the Franchise Agreement are the same in the Successor Franchise Agreement.

OBLIGATION	SECTION IN AGREEMENT	ITEM IN DISCLOSURE DOCUMENT
a. Site Selection and Acquisition/Lease	Section 4 of Franchise Agreement, Section 2.5 of H2.0-DA agreement, Section 1.2; 2.6 of FLIP, Section 4 of Purchase Agreement	Items 5, 7 & 11
b. Pre-opening Purchases / Leases / Improvements	Section 5 of Franchise Agreement	Item 8
c. Site Development and Other Pre-opening Requirements	Sections 4 & 5 of Franchise Agreement	Items 5, 7 & 11
d. Initial and Ongoing Training	Section 16 of Franchise Agreement	Items 6 & 11
e. Opening	Section 16 of Franchise Agreement	Item 11
f. Fees	Section 6 of Franchise Agreement, Section 3 of H2.0-DA agreement, Section 3 of FLIP	Items 5 & 6
g. Compliance with Standards and Policies/Manuals	Sections 11, 13 & 14 of Franchise Agreement	Item 8 and 11
h. Trademarks and Proprietary Information	Section 2 of Franchise Agreement, Section 6 of H2.0-DA agreement, Section 7 of FLIP	Items 13 & 14
i. Restrictions on Products/Services Offered	Section 11 of Franchise Agreement, and SCOC Franchisee Participation Agreement	Item 16
j. Warranty and Customer Service Requirements	N/A	N/A
k. Territorial Development and Sales Quotas	Sections 1 and 2 of H2.0-DA agreement and FLIP	Item 12
l. Ongoing Product/Service Purchases	Section 11 of Franchise Agreement, and SCOC Franchisee Participation Agreement	Item 8
m. Maintenance, Appearance and Remodeling Requirements	Sections 5, 11 & 12 of Franchise Agreement	Item 11
n. Insurance	Section 9 of Franchise Agreement, Section 7 of H2.0-DA agreement, Section 8 of FLIP	Items 6 & 11

OBLIGATION	SECTION IN AGREEMENT	ITEM IN DISCLOSURE DOCUMENT
o. Advertising	Section 8 of Franchise Agreement	Items 6 & 11
p. Indemnification	Section 9.3 of Franchise Agreement, Section 7.4 of H2.0-DA agreement, Section 8.4 of FLIP, Sections 12 and 13 of Purchase Agreement	Item 6
q. Franchisee's Participation /Management/Staffing	Sections 10 & 14 of Franchise Agreement	Items 11 & 15
r. Records/Reports	Section 7 of Franchise Agreement	Item 6
s. Inspection/Audits	Sections 7.8 & 15 of Franchise Agreement	Items 6 & 11
t. Transfer	Section 17 of Franchise Agreement, Section 8 of H2.0-DA agreement, Section 9 of FLIP	Items 6 & 17
u. Renewal	Section 17 of H2.0-DA agreement	Item 6
v. Post-termination Obligations	Section 19 of Franchise Agreement, Section 10 of H2.0-DA agreement, Sections 12 of FLIP	Item 17
w. Noncompetition Covenants	Section 20 of Franchise Agreement, Section 17 of H2.0-DA, Section 19 of FLIP	Item 17
x. Dispute Resolution	Section 21.10 of Franchise Agreement, Section 15 of H2.0-DA agreement, Section 17 of FLIP, Section 14.D of Purchase Agreement	Item 17
y. Participation in an Advertising Cooperative	Section 8.3 of Franchise Agreement	Item 11
z. Franchisee Preview	N/A	Item 11
aa. Review of Financial statements	N/A	Item 19

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Item 10

FINANCING

Generally

We are not obligated to do so, but we occasionally offer to finance the purchase of POS systems and other items introduced into the Denny's System. We do not otherwise customarily accept notes or other instruments from franchisees and, accordingly, have not in the past sold, assigned, or discounted to a third party, in whole or in part, any note, contract, or other instrument executed by a franchisee. We have no present intent to sell, assign, or discount notes or instruments in the future to a third party.

Neither we nor our affiliates receive revenue or other benefits from any person or entity for the placement of financing.

Former Company Restaurant Financing

DI typically will not finance the purchase price, or the initial franchise fee. In limited circumstances, DI may finance a portion of the purchase price of a former company restaurant. If DI finances a portion of the purchase price of a former company restaurant, you must execute the form of Promissory Note ("Note") appearing as Exhibit H-1, along with a Security Agreement. Under the Denny's credit card program, all sales at the Restaurant paid with a credit card are remitted directly to DI. After receiving these credit card payments on your behalf, DI subtracts any payments which you may owe to us (including royalties, brand building fees, and any other periodic payments) as well as any amounts which you may owe to DI (including any payments due under a promissory note or sublease executed in connection with your purchase of a former company restaurant) and remits to you the balance, if any, remaining after subtracting such payments. DI does not practice nor does it intend to sell, assign, or discount to a third party all or part of the Security Agreement and/or Promissory Note.

The following table summarizes the financing we may offer you for the purchase a company Restaurant:

Source of Financing	Us
Amount Financed	Up to 40% of purchase price
Down Payment	Varies
Term (number of years)	Up to 5 years
Rate of Interest plus finance charge	Fixed rates will be determined at the time of funding, and will be the greater of 9% or current market rate for loans to small businesses. There is no separate finance charge.
Weekly Payment	Varies depending on amount financed
Prepayment Penalty	None
Security Required	Security interest in financed property (See Note 1)
Guaranty	Personal guaranty from your owners
Liability upon Default	See Note 2
Loss of Legal Rights Upon Default	None

1. DI will take a continuing security interest in the financed property (Section 1, Security Agreement), junior to any primary financing from a conventional lender funding the acquisition. Additionally, if DI provides financing to a corporation, partnership, limited liability company or other legal entity, DI will require stakeholders in such entity to execute personal guaranties of the Note.

2. If you default under the Note, DI may take actions, including: (1) declaring the entire debt immediately due and payable; (2) commencing a judicial foreclosure or other action; (3) taking physical possession of the premises of the Restaurant; (4) securing the appointment of a receiver for the financed property. (Section 15, Security Agreement.) We may also terminate the Franchise Agreement for defaults under the Note. (Franchise Agreement 18.1.d.)

- Waivers

Under the Note, you waive presentment for payment, demand, notice of non-payment, notice of intention to accelerate, and notice of protest. (Promissory Note.)

Except as described above, we do not offer financing for the establishment or operation of the Restaurant.

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Item 11

FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS, AND TRAINING

Except as listed below, DFO, LLC is not required to provide you with any assistance.

Pre-Opening Obligations

We will provide the following pre-opening assistance:

- (1) Provide you with prototype plans and specifications, including interior layout and decor, equipment specifications and sign design. (Franchise Agreement, Section 5.3.)
- (2) We will provide to you the names of approved suppliers for any required equipment, signs, fixtures, opening inventory and supply. We provide written specifications for these items in the Manuals or otherwise upon your request. Generally, we do not deliver or install any of these items and you will receive them in the manner you arrange with the vendor.
- (3) Provide management training for you, your Managing Owner or Designated Operator, if applicable, and your managers at an approved training restaurant. (Franchise Agreement, Section 16.)
- (4) We will assess the training needs of the Restaurant. Where the highest level of support is required, we will send, at your expense, a training crew prior to opening to assist in the training and development of your employees in all areas of restaurant operation. Additional New Restaurant Opening (NRO) training beyond the type and amount which we typically schedule (see Item II, "New Restaurant Opening and Training Assistance," for a discussion of training which we typically schedule), is not available. The costs associated with the NRO training fee include salaries, lodging, meals, travel expenses, transportation, and other related expenses. Training must be scheduled at least 45 days prior to the opening date of your restaurant. The NRO Training Manager will arrive at your restaurant 13 days prior to the opening date of your restaurant, and the NRO training crew will arrive at your restaurant 11 days prior to the opening date of your restaurant. If you request that the NRO training be rescheduled within 45 days of the beginning training date (within 58 days of your opening date) you will be responsible for any additional fees we incur, including, but not limited to, salary, lodging, transportation, and meals. If the training is delayed after the NRO training crew is on site, you will be responsible for any additional costs we incur. The per diem cost of such training assistance, including salary and related benefits is approximately \$400 for a manager and \$400 per trainer. With our permission, your openings may be led by your own appropriate infrastructure including an approved NRO Manager (FNROM).
- (5) Provide access to our Brand Standards / HACCP Manual for each Denny's restaurant you operate through our Intranet. (Franchise Agreement, Section 11.)

Continuing Obligations

We will provide the following assistance during your operation of the Restaurant:

- (1) Develop and engage in advertising, public relations and promotional campaigns designed to promote and enhance the value of all Denny's restaurants. (Franchise Agreement, Section 8.1.)
- (2) Protect and defend you against any claims or challenges arising out of your authorized use of our trademarks. (Franchise Agreement, Section 20.1.)
- (3) Periodically inspect your Restaurant and deliver to you a report of our evaluation. (Franchise Agreement, Section 15.2);
- (4) Train new Restaurant managers and replacement Managing Owners or Designated Operators at an approved training restaurant. (Franchise Agreement, Section 16.)
- (5) Provide periodic guidance to you with regard to the System, including improvements and changes. (Franchise Agreement, Section 16.2.)
- (6) Periodically modify the Brand Standards / HACCP to reflect changes in standards, specifications and operating procedures. (Franchise Agreement, Section 11.1.)
- (7) For an additional fee, pursuant to your request, and subject to a separate agreement, provide menu maintenance and support for the Standard Enterprise Technology Platform (see Standard Enterprise Technology Platform Agreement).
- (8) Through December 31, 2020, we provided at our expense:
 - A. procurement services for substantially all food, beverage and single-use supplies which we specify from time to time for use in the United States and that move through the distributor serving the greatest number of restaurants in the United States. This would not necessarily include:
 - i. items delivered directly to restaurants by the vendor, including without limitation produce, locally baked goods, and dairy.
 - ii. furniture, fixtures, equipment
 - B. oversight of one distributor (currently McLane) serving the greatest number of restaurants in the United States, to monitor the distributor's compliance with the terms of the contract under which it serves the Denny's system.

To the extent the SCOC determines that any of the procurement services which fall under this provision should be handled by a third party, or that any products which currently fall under subsection (A) should be purchased or distributed in a different manner, then in either such event, we will have no further obligation with respect to such services or products.

Franchise Preview

As a franchise candidate you must complete a two-day (16 hours) franchise preview of the operation of a Denny's company restaurant. The franchise preview will allow you to observe and evaluate the demands of our 24-hour operations. We do not compensate you for your time or any work performed during the franchise preview and completing the franchise preview does not guaranty that you will be approved as a Denny's franchisee.

Site Selection

If you execute a development agreement, you must submit for our approval a site within a designated geographical area according to the development schedule or in time to meet the required opening dates. If you have independently obtained a site for the Restaurant, then before execution of the Franchise Agreement, you must present to us for approval a restaurant site proposal, including a site description and analysis, containing traffic and other demographic information in the format we require. We will consider this information, the locations of other family style or fast-food restaurants in the vicinity of the proposed site and other items as may be part of our standard site criteria in determining whether to approve a site. We will notify you within four months with our decision about a site.

We do not in any way endorse, warrant or guaranty either directly or indirectly the suitability of your Restaurant site or the success of your Restaurant. The success of the Restaurant depends on a number of factors including your operational abilities, site location, consumer trends and such other factors that may or may not be within your direct control.

We may offer to franchise former company restaurants for a variety of reasons, including: location in an area not currently targeted by DI in its business plan, length of time remaining on the lease, and restaurant sales volumes or operating profits.

The length of time between executing the Franchise Agreement and opening the Restaurant is difficult to estimate if you have independently obtained a site for the Restaurant. After you secure the Restaurant site, design, permit receipt, construction or remodeling, and furnishing of the Restaurant could take approximately three to eighteen months, with twelve months being typical. However, if you fail to open the Restaurant for business within 24 months from the date of the Franchise Agreement, we may terminate the Franchise Agreement. If you franchise former company restaurant(s), you will typically execute the Franchise Agreement when you take possession of the restaurant. Prior to signing the Franchise Agreement, you will receive a letter of intent for a former company restaurant. The time between the letter of intent and transferring the company restaurant for business varies widely. Factors affecting this length of time include obtaining financing, scheduling of your initial training and transferring or obtaining any applicable licenses, permits and the like for the operation of the Restaurant. We may require you to enter into a development agreement with us as part of your purchase of the company restaurant(s). If you enter into a development agreement with us, you must open the number of Denny's Restaurants as required by the mutually agreed upon development schedule set out in the agreement.

Management Training

TRAINING PROGRAM¹

<u>Subjects Taught²</u>	<u>Hours of Classroom Training</u>	<u>Hours of On-The-Job Training</u>	<u>Location</u>
Franchisee Manager - in- Training (FMIT) ^{3,4}		50 days	Approved STAR Training Restaurants ⁵
New Restaurant Opening (NRO) and Training Assistance ⁶	See Note 6	See Note 6	Your new Restaurant
Food Safety Training and Certification ⁷	8 – 16 depending on state requirements		On-line

1. Unless otherwise noted, all the Required Training is conducted under the supervision of Ms. Fasika Melaku-Peterson, Vice President of Training. See Item 2 for specific positions held by Ms. Melaku-Peterson.

2. Unless otherwise noted, we do not charge for the required initial training. However, you will be responsible for all salaries and any travel related costs which you incur in connection with you and your employee's completion of our required training programs. If you and your employees complete the training programs at a company-owned training restaurant, we will require that you have the necessary insurance in place for worker's compensation and other employment-related claims. In addition, we will require that you indemnify us for any claims which may be made in connection with you and your employee's training at a company-owned restaurant and that you and your employees sign waivers relating to our liability.

3. For all subjects, the Franchisee, Managing Owner, and Designated Operator must attend. Restaurant managers must attend: Franchisee Manager-in-Training and Food Safety Training and Certification. All Persons-in-Charge must attend Food Safety Training and Certification. Where "Franchisee" is required, this means the individual franchisee who is personally responsible for the day-to-day operations of the Restaurant. (See Item 15.)

4. This Restaurant Manager Training Program is a comprehensive training program designed to equip both company and franchise managers with the necessary culinary, hospitality and restaurant management knowledge and skills to be a successful Restaurant Manager at Denny's. The training program is divided into 5 modules:

- **Orientation**
- **Passion for Culinary Management**
- **Obsessed with Hospitality Management**
- **Restaurant Management**
- **Transition Process**

Each module gives life to The Denny's Way through activities that provide hands-on demonstration of supporting behaviors.

MODULE 1 – ORIENTATION

The Orientation module provides an overview of our guiding principles and operating tenets, which serve as the foundation of our organization. In addition, the manager will learn about the training restaurant and receive an introduction to this training program. By the end of the first two days, the foundation will be set for the rest for the Restaurant Manager training.

MODULE 2 – PASSION FOR CULINARY MANAGEMENT

The focus of the Culinary Management module is to provide the manager with an in-depth understanding of all processes, systems, and behaviors necessary to lead culinary excellence at Denny's. In addition, they will learn about all Back-of House employee positions. During this time, their goal is to gain a solid understanding of the skills and competencies necessary in each position. Additionally, they will develop a thorough awareness of food philosophy and specifications and techniques while gaining a solid understanding of our hourly employee training standards. At the end of each week, they will complete a quiz over content introduced that week. At the end of this module, they will complete a comprehensive culinary test to substantiate their skill development and knowledge retention. They must successfully pass the test prior to moving on to the next module.

MODULE 3 – OBSESSED WITH HOSPITALITY MANAGEMENT

The focus of the Hospitality Management module is to understand Denny's Obsessed with Hospitality philosophy of Delight and Make It Right. Managers will learn the management behaviors necessary to train, maintain and nurture this philosophy within our restaurants. Floor management, service training, staffing standards, guest relations, and labor planning are all included in this module. In addition, they will learn about all Front-of-House employee positions. During this time, their goal is to gain a solid understanding of the skills and competencies necessary in each position. At the end of each week, they will complete a quiz over content introduced that week. At the end of this module, they will complete a comprehensive hospitality test to evaluate their skill development and knowledge retention. They must successfully pass the test prior to moving on to the next module.

MODULE 4 – RESTAURANT MANAGEMENT

The focus of the Restaurant Management module is to give managers the opportunity to put into practice everything they have learned in the first three modules. During this important time, the manager has an opportunity to safely practice key Denny's operational and management behaviors and activities, over and over, for the purpose of mastering it and developing consistent routines or practices to run great restaurants. They will also gain a deeper understanding of financial statements, inventories, ordering, receiving, facility maintenance and safety and sanitation procedures. At the end of each week, they will complete a quiz over content introduced that week. At the end of this module, they will complete a final exam. Exams and validations are key to demonstrating that manager has successfully completed the Denny's Manager Training Program.

MODULE 5 – TRANSITION PROCESS

The Transition Process module is the final step of the training program. Unlike the other modules, this module occurs in the restaurant that the trainee will lead as a manager. The objective is to ensure that the manager is successfully acclimated and welcomed into their new restaurant and has the support system in place to help them be successful.

If you and your employees attend training conducted by us, the training will be conducted by STAR Trainers that have been approved by us to conduct our initial training program. Instructional materials for our initial training program include a Franchise Manager-in-Training Manual, program evaluations, and program validations. All managers must pass the module tests and final exam. You must have at least three managers at all times who have successfully completed Denny's FMIT program.

5. The training will be conducted at one of numerous geographically dispersed Denny's restaurants designated by us for training. If you already operate a Denny's restaurant, you may take advantage of the same training which we offer to franchisees opening their first restaurant.

However, you may also apply to us to have any Denny's restaurant which you already own and operate approved as a training restaurant for the training of restaurant managers. If you are successful in obtaining approval of a Denny's restaurant you own and operate as a training restaurant, you may conduct your own initial training of managers for any additional Denny's restaurants which you may establish. In addition, you may also conduct at a training-approved restaurant any ongoing training of managers if you need to replace management employees. The criteria used to determine whether a Denny's restaurant qualifies for approval as a Denny's training restaurant include: (1) the management staffing levels and management development at the restaurant; (2) the training qualifications of key employees at the restaurant, including eLearning complete training manager testing of at least 90% score on the eLearning Mid-Term and Final test; (3) the training materials and equipment on the premises of the restaurant and in use in the restaurant; and (4) the restaurant's historical performance including: Brand Protection Review scores, guest count growth, guest satisfaction scores, guest complaints and maintaining Denny's brand standards.

Shift Leader Training Program

The Shift Leader Training Program is built to support the development of current hourly employees to become first-time Leaders at Denny's. The goal of this program is to develop Shift Leaders capable of running effective shifts. The program is administered in the employees' home restaurant under the direction of the General Manager (GM) and Restaurant Manager (RM). It's self-paced learning that is structured, yet flexible, where employees developing for the Shift Leader role can work through the content at a pace that allows them to practice new skills. A blended learning approach is utilized, including eLessons, videos, and the Shift Leader Training Program Guide. The program is made up of four modules: (1) Orientation, (2) Excelling as a First-Time Leader, (3) Leading a Delight & Make It Right Culture, (4) Operating a Denny's Way Shift. At the conclusion of each module, the employee takes a quiz to validate learning has taken place and engages in a conversation with their Managers to review progress. At the end of the program, the employee completes a Final Exam, receives a Shift Management Review, and completes their final validation process with their Managers and Multi-Unit Leader. The Shift Leader Training Program Guide can be ordered through Denny's Distribution. This is the only approved program utilized at Denny's to train a Shift Leader.

Development Program for General Managers

The Development Program for General Managers is built to support the development of all current GMs at Denny's. The goal of the program is to ensure every GM grows with intention, fosters high-performing restaurants, and leads with purpose to run Breakthrough Restaurants. This program has something for everyone; individuals who are promoted to a GM, GM's who are transitioning to a new restaurant, or GM's in position who can simply benefit from developing their skills.

This program has eight modules and is aligned with The Denny's Way. The program begins with Orientation and Transition. Each of the remaining modules focuses on implementing a specific aspect of The Denny's Way. The most robust module is Drive for Results with content around managing the big three of your P&L: Sales, Food, and Labor. The program is structured, yet flexible, allowing new, transitioning, and existing GMs to grow by using a one-size-fits-all approach where everyone can find value in a journey that will allow them to grow in each aspect of The Denny's Way. The Development Program for General Managers Guide can be ordered through Denny's Distribution.

6. The NRO team will consist of one NRO Manager and up to seven additional trainers, depending upon the number of Denny's restaurants which you own and operate. Unlike other manager training programs, you must pay a set fee for the NRO team, which varies depending on the level of training you receive (see below).

- If you are opening your first or second Denny's restaurant, we will coordinate the full NRO team.
- If you are opening your third or subsequent restaurant and you have opened another restaurant within two years, you may supply your own approved trainer(s).
- If you would otherwise qualify for a smaller NRO team, but you have not opened a restaurant within two years, you will receive our full NRO team.

Our full NRO team consists of 1 NRO manager who will be at the restaurant for 21 days (13 days before, and 8 days after the restaurant opens), and 7 trainers that will be at the restaurant 18 days (11 days before and 7 days after the restaurant opens, plus 1 travel day). Please note that this schedule is a guide and is flexible to allow us to best serve the needs of the Franchise. For example, we may elect to stagger the arrival of trainers in order to provide more support for a longer period of time once the restaurant opens.

Beginning with your third restaurant, if you have opened a restaurant within two years, you may provide up to two trainers and reduce your NRO fee by \$5,000 per trainer you provide. Beginning with your fifth restaurant, if you have opened a restaurant within two years, you may provide up to six trainers and reduce your NRO fee by \$5,000 per trainer you provide. Your training may also be shorter, approximately 11 days, 10 days before the restaurant opens ("pre") and the day the restaurant opens. Trainers should be evenly divided between the front of the house and the back of the house. Beginning with your fifth restaurant, you may also consider doing your own NRO training, with our approval. This will require the appropriate infrastructure including an approved Franchisee NRO Manager (FNROM). Your own NRO training requires the consent of your Franchise Business Coach (FBC). Your FNROM must complete all training (including eLearning modules) and reporting responsibilities required by our Director of NRO and receive yearly supplemental NRO training. You are responsible for the cost associated with the yearly training. If you lose your approved FNROM, you will need to certify another candidate and that candidate must have the approval of the FBC. Regardless of our NRO support, if we provide assistance beyond that which we believe necessary for opening the restaurant, you will be required to reimburse all costs we incur for such additional assistance. The NRO team will assist you in the opening of the restaurant according to the following schedule:

<u>Number of Denny's Restaurants</u>	<u>NRO support</u>	<u>Fee*</u>	<u>NRO Team</u>	<u>NRO Assistance**</u>
1-2	Full	\$36,000	Denny's provides: 1 NRO Manager 7 Trainers	21 days (13 pre/8 post) 18 days (11 pre/7 post)
3-4	Reduced by two	\$26,000	Denny's provides: 1 NRO Manager 5 Trainers Franchisee provides 2 Trainers	21 days (13 pre/8 post) 18 days (11 pre/7 post)
5 and more	Reduced by 6	\$5,000	Denny's provides: 1 NRO Manager Franchisee provides 6 trainers	11 days (11 pre/0 post)
5 and more	No Denny's NRO team	\$0	Franchisee provides: 1 FNROM 6 Trainers	11 days (11 pre / 0 post)

**Note: these fees are for the traditional Denny's and are for the calendar year 2022. These fees will be evaluated yearly and adjusted accordingly. Depending on when your training occurs, you must pay the then current NRO training fee.*

***Onsite days include travel.*

Training must be scheduled at least 45 days prior to the opening date of your restaurant. If we provide training, the NRO Training Manager will arrive at your restaurant 13 days prior to the opening date of your restaurant. The NRO training crew will arrive at your restaurant 11 days prior to the opening date of your restaurant and remain for one additional week after the restaurant opens. Please note that this schedule is a guide and is flexible to allow us to best serve the needs of the Franchise. For example, we may elect to stagger the arrival of trainers in order to provide more support for a longer period of time once the restaurant opens.

In addition, we require the three managers of the franchise restaurant be assigned to the NRO training team for a minimum of a 6 contiguous hour shift each day, to be scheduled by the NRO Manager, to each employee training session each day which will require some managers to work at night. The franchise managers will be scheduled in the training sessions as trainers each day

from the date the NRO Manager arrives until the opening of the restaurant to perform trainer duties.

The three franchise managers must not be assigned other duties during the times scheduled by the NRO training team.

If you request that the NRO training be rescheduled within 45 days of the beginning training date you will be responsible for any additional fees we, including, but not limited to, salary, lodging, transportation, and meals. If the training is delayed after the NRO team arrives, you will be responsible for any additional costs we incur. The days reflected on the schedule above include travel time and days on which our employees may be absent with leave from the restaurant. To qualify for less than a full NRO team through your own trainers, you must provide the names of the Approved NRO trainers within 60 days of opening.

If you plan to conduct your own opening training, you must have at least one approved FNROM and six specialists. The FNROM must follow the Denny's approved NRO Training Plan and utilize all training materials accordingly. If you would otherwise qualify for reduced NRO (if you have five or more restaurants), but you acquired those restaurants from us or from other franchisees, and you are opening your first greenfield or conversion restaurant, then you will require additional NRO support. Likewise, if you have five or more restaurants, but you are opening a new restaurant in a new market (generally more than 250 miles from your other restaurants), then you will require additional NRO support. In both these cases, we will provide full NRO support for the first restaurant, and reduced NRO for the next restaurants. You will need to provide trainers to replace our NRO team for the reduced NRO. Trainers should be evenly divided between the front of the house and the back of the house. You will be charged according to the plan above.

The NRO team assists in all areas of restaurant operations and in training and developing your employees, including the cooks, wait staff, and service assistants. Along with the NRO kit, which includes training materials for manager and crew levels, you will also receive a grand opening point of purchase (POP) kit. The kit includes banners, pole signs, window clings and sample coupons for your use.

We require 90 days between restaurant openings. However, you have the option to open a second restaurant within the 90 day wait period if you pay for a NROM, if one is available, to remain at the second unit for the time remaining between the opening of the second restaurant and the end of the 90 days. This 90 day rule may be waived for your fifth or subsequent opening upon our approval.

7. Food Safety Training must be completed within ninety (90) days of hire, unless your state requires less time. You must pay all costs associated with having your employees complete the Serv Safe, Food Safety Training and Certification program or an approved comparable equivalent, including the cost of any tuition, materials, salaries, and travel-related expenses. While there are a number of alternative programs offered to train and certify restaurant managers on the safe handling of food, all company restaurants are using T.A.P.S. on-line Food Safety and Certification Program for their managers. Your local health department or other regulatory agency may be able to help you find an alternative food safety workshop. Any alternative food safety program must be approved by us before you attend. More information can be found in the Brand Standards / HACCP Manual.

8. All restaurants must have at least one manager or other person in charge on every shift who has completed and become certified in safe food handling procedures.

Additional Training Requirements

All Denny's restaurants are required to have, at all times, at least three restaurant managers (two managers if you are required to have a Managing Owner or Designated Operator and that person is devoted to only one restaurant) who have completed our training program. If the Managing Owner or Designated Operator or any of the managers who were trained at the initial training program leave their positions at the Restaurant, any replacement Managing Owner, Designated Operator and managers must complete the Franchise Manager In Training (FMIT) Program. We will not charge a training fee for each replacement Managing Owner, Designated Operator and manager who attends our FMIT Program. However, you will be responsible for all salaries and travel costs associated with any replacement employee's participation in training.

We may require additional training for Managing Owners, Designated Operators, restaurant managers or other employees of Denny's restaurants. In that case we will notify you, and you may be required to pay a modest training fee as well as any costs associated with all instructional materials, salaries, and travel costs associated with participating in such additional training.

Employee Training Through Ignite

All non-management employees are required to complete our employee training programs. You are responsible for making sure all restaurant employees receive the appropriate training, which includes Ignite (our Learning Management System) modules and the use of the Team Member Breakthrough Training Guides, available for order through Denny's Distribution.

Denny's employee training gives new employees the basic knowledge and skills to perform their job. Much of the knowledge is initially introduced through Ignite courses, which also includes taking quizzes. The majority of their training date is spent doing on-the-job training where they learn by watching a STAR trainer demonstrate the job and then practicing the job with feedback from the trainer. Each employee position has a training guide that is broken down into daily lessons plans that will guide them through their training.

The recommended hours associated with the training plans are:

<u>Training Plans</u>	<u>eLearning Hours</u>
Host/Hostess	18 hours = 3 days @ 6 hours
Cook	105 hours = 15 days @ 7 hours
Server	36 hours = 5 days @ 7.2 hours
Service Assistant	12 hours = 2 days @ 6 hours

Ignite

Ignite, our LMS, is designed to help every Denny's employee become more effective in their job role. It's all about developing new skills, enhancing service, and advancing careers. The learning plans for all restaurant level training are housed in Ignite. We also have over 50 topic-specific channels with downloadable resources that help to keep teams informed and engaged. Access to Ignite is provided at no cost to you. Your organization's hierarchy will be built out in Ignite to accommodate your structure and ensure your Leaders have the right access and visibility to the restaurants and learners they support. Ignite also features an Ask the Expert feature that allows anyone within our organization to pose questions to subject matter experts. Ignite is truly a platform to Learn, Coach, and Share.

Brand Building Fund

Recognizing the value of advertising to the goodwill and public image of Denny's restaurants, we administer a fund for advertising, public relations and promotion (the "Brand Building Fund" or the "Fund") into which all franchisees contribute a percentage of their Gross Sales. As of the date of this disclosure document, most franchisees contribute 3% of their Gross Sales to the Brand Building Fund, though some contribute 3.25%. Denny's restaurants owned and operated by DI also contribute 3% to the Fund.

Brand Building Fee

Franchisees signing a new franchise agreement without incentives contribute 3% of their Gross Sales to the Fund.

Brand Building Fee – H2.0-DA

If you open a restaurant according to your development schedule under an H2.0-DA, you will pay reduced brand building fees for the first five years of each agreement as follows:

- 1st year – 1%
- 2nd year – 1.5%
- 3rd year – 2%
- 4th year – 2%
- 5th year – 2.5%

We seek franchisees' input regarding our use of the fund, including through the Marketing Brand Advisory Council (as this group may be organized from time to time) and Denny's Franchise Association. The selected franchisees serve only in an advisory capacity, and all advertising activities are determined and conducted by us in our sole discretion.

The Brand Building Fund, and all contributions to and earnings from the Brand Building Fund, will be used exclusively to meet the costs of marketing and any other activities that we believe will enhance the System's image and, in our sole discretion, promote general public awareness of and favorable support for the System. This includes, among other things:

- i. the costs of preparing and conducting media advertising campaigns (including tests);
- ii. use of new and emerging media including internet vehicles; direct mail advertising;
- iii. marketing surveys, consumer research, customer relationship management, and other public relations activities;
- iv. developing and maintaining our primary website and other associated brand sites, including mobile applications;
- v. developing and maintaining support of off-premises channels (e.g. Denny's on Demand) and other guest experience-driven initiatives (e.g. table top tablets, curbside);
- vi. employing advertising, multicultural, research or public relations agencies;
- vii. costs of tools and consultants supporting data and pricing expertise;
- viii. partnerships and promotional spend with entities benefiting national footprint;
- ix. costs of the Denny's personnel who handle the brand marketing;
- x. costs of promotional and obsolete inventory not purchased by any restaurant;
- xi. purchasing promotional items, conducting and administering visual merchandising, point of sale, and other merchandising programs;
- xii. public outreach and brand promotion, such as the Denny's Mobile Relief Diner; and
- xiii. providing promotional and other marketing materials and services to Denny's Restaurants.

We may reduce required contributions from time to time as an incentive for franchisees to invest or participate in programs we believe will benefit the System. We have no obligation to advertise in your particular market or to spend any particular amounts in any given period.

You must contribute to the Brand Building Fund at the same time and in the same manner as your royalty payment. We may charge the Brand Building Fund for the reasonable administrative costs and overhead that we incur in activities reasonably related to the direction and implementation of the Brand Building Fund and for advertising programs for you and the System (for example, salaries, incentive compensation, benefits, travel and other costs of our employees for creating and implementing, associated overhead, advertising, merchandising, promotional and marketing programs). The Brand Building Fund and its earnings will not otherwise inure to our benefit, nor will it be used to solicit the sale of franchises.

We may make available to franchisees from time to time, marketing plans and promotional materials, including newspaper mats, coupons, merchandising materials, sales aids, point-of-purchase materials, special promotions, direct mail materials, and similar marketing and promotional materials produced from contributions to the Brand Building Fund. Additionally, we may sell such items to franchisees in the System at the same price we charge our own restaurants.

If all of the money in the Brand Building Fund is not used in the year in which it is received, these amounts will be used in the next fiscal year. Although the Brand Building Fund is intended to be perpetual, we may terminate it after all monies in the Brand Building Fund have been spent for advertising or promotional purposes.

For 2022 the Brand Building Fund was used to pay for: General and administrative expense (7%); production of advertising and promotional materials (24%); and media placement (69 %). We do not receive payments for providing goods and services to the Fund. We reserve the right to recover expenses of our marketing efforts, including personnel costs of employees dedicated to marketing, from the Fund. None of the Fund was spent for advertising that was principally a solicitation for the sale of franchises. You may not engage in any advertising activities without our prior written consent. (Franchise Agreement, Sections 8.1 and 8.2).

The Brand Building Fund pays the salaries, incentive compensation, benefits, travel and other costs of our employees involved in marketing, beyond and including the field marketing group.

We may use some of the Brand Building Fund to fund Advertising Cooperatives in some or all markets.

The Brand Building Fund is not our asset. The Brand Building Fund is not a trust, and we do not owe you fiduciary obligations because of our maintain, directing or administering the Brand Building Fund or for any other reason. The Brand Building Fund may spend in any fiscal year more or less than the Total Brand Building Fund contributions in that year, borrow from us or others (paying reasonable interest) to cover deficits, or invest any surplus for future use. We will prepare an annual, unaudited statement of Brand Building Fund collections and expenses and give you the statement upon written request. We may incorporate the Brand Building Fund or operate it through a separate entity whenever we deem appropriate. The successor entity will have all the rights and duties specified in this Item.

Local Advertising

All advertising, material, and promotional materials that you use in connection with your Restaurant must be approved by us and conform to the standards and requirements that we specify. We will review and approve or disapprove your local advertising, marketing, and promotional materials and campaigns. You may not use any advertising, marketing, and promotional materials that we have not approved in writing or have disapproved. We may make available to you from time to time, at your expense, certain sample promotional materials, including newspaper mats, coupons, merchandising materials, point-of-purchase materials, special promotions, and similar advertising and promotional materials. You must also participate in certain promotions and advertising programs that we establish as an integral part of our System, provided these activities do not contravene regulations and laws of appropriate governmental authorities. (Franchise Agreement, Section 8.2).

Advertising Cooperatives

We have the right, but not the obligation, to designate, in our sole discretion, any geographical area (whose borders may change from time to time) for the purposes of establishing an advertising cooperative (the "Ad Coop"). (See Franchise Agreement Section 8.3.)

If an Ad Coop is established for the area in which you operate a Denny's restaurant, you must immediately become a member of the Ad Coop and must execute the Ad Coop Membership Agreement and other documentation as we or the Ad Coop may require of members. The requirement for participation applies to most Franchise Agreements. If we operate a Denny's restaurant within an Ad Coop's territory, we will, for each applicable Denny's restaurant, participate in the Ad Coop on the same terms as franchisees who are required to become a member of such Ad Coop. All marketing and promotional activities of the Ad Coop are subject to our prior approval.

We may grant, for any length of time, to any franchisee an exemption from the requirement of membership in the Ad Coop, and our decision concerning such request is final. Any exemption from Ad Coop membership will be subject to the condition that the franchisee spends on approved local advertising any amounts that would have otherwise been paid to the Ad Coop. Contributions to an Ad Coop are in addition to the contributions to the Brand Building Fund which you must pay to us, discussed above under the heading "brand building," and those contributions will not reduce your obligations to the Ad Coop. Similarly, your contributions to an Ad Coop will not reduce your obligations to the Brand Building Fund. For 2022, contribution rate for Ad Coops as determined by the members was to three-tenths percent (0.3%) of weekly gross sales. In 2023, the contribution rate for Ad Coops as determined by the members is four-tenths percent (0.4%) of weekly gross sales.

In addition to the Ad Coop member's contributions, in 2022, we contributed from the Brand Building Fund two-tenths (0.2%) of each Ad Coop's weekly gross sales to its respective Ad Coop. In 2023, our contribution from the Brand Building Fund will be one-tenth percent (0.1%) of each Ad Coop's weekly gross sales to its respective Ad Coop.

Standard Enterprise Technology Platform

As disclosed in Item 8, you must purchase, use, and maintain certain brands, types, makes, and/or models of communications equipment, computer systems, Internet-connected devices, and hardware, including: (a) back office and point of sale systems; electronic payment devices, printers, and other peripheral hardware; (c) archival back-up systems; and (d) network

connectivity devices (the "Computer System"). At our request, you will purchase or lease, install, use and maintain, the Computer System at the Restaurant. Our system was designed specifically for Denny's restaurants, and includes without limitation POS hardware and software, back of house business applications (such as optional inventory control and labor scheduling), a high-speed managed network, secured access to internet or extranet based web sites and web applications, e-learning, and processing Denny's stored value gift cards. You must use approved hardware, software, and service providers.

We may periodically modify standards for the Computer System, and, if so, you must comply with the modified standards for, or otherwise acquire, at your cost, the modified Computer System and the computer hardware and software comprising the Computer System. We may charge you for any computer usage costs that you incur as a result of our use of the Computer System, including a systems fee for modifications of and enhancements made to certain computer software that is owned or licensed by us for use in the operation of the Technology Platform (defined below) and/or Computer System ("Proprietary Software") and other maintenance and support services that we or our affiliates may provide to you for the Computer System.

You must purchase, use and maintain the computerized point of sale cash collection system (including all related hardware and software) that we require or approve in writing for use in connection with the operation of the Restaurant ("Technology Platform"). The Technology Platform must be connected at all times to a communications medium that we specify and be capable of accessing the Internet via a designated third-party network for the purpose of implementing software, transmitting and receiving data, accessing the Internet for ordering, and maintaining the Technology Platform.

We reserve the right to connect to and extract data from your systems, including total sales and adjustments. We may require you to participate in sharing daily financial and product mix sales files in a standard format we specify. We will own all data we obtain.

We may provide you with access to computer or electronic systems (or any substitute system), including third-party computer or electronic systems that we authorize. You will be responsible for all of your actions relating to such system, including use of any logon IDs, passwords or other authentication methods provided to you.

Denny's standards may change from time to time through the term of your Franchise Agreement. As business conditions warrant, we may require you to periodically update, upgrade or replace the Technology Platform.

If you purchase a company restaurant, you will receive the Standard Enterprise Technology Platform equipment as part of your purchased assets. All of the software license subscriptions will be transferred to you as part of the purchase.

We may, at any time, require that you upgrade your payment processing hardware and software including requiring you to use "chip and pin" technology to ensure that credit card payment processing is consistent with Payment Card Industry Data Security Standard ("PCI-DSS").

Restaurants using the Brand Technology Platform will pay a weekly Brand Technology Fee (BTF) for technology support, payable through your franchise account. This fee includes helpdesk, standard reporting, and menu/discount maintenance based on the marketing calendar. This fee will adjust as necessary based on planned support requirements. The current fee is \$55 per week for Xenial and \$45 per week for DINE. In addition, we collect recurring fees on behalf

of third parties: data extraction and software delivery \$60 annually, endpoint protection \$22 per device, and software subscription of \$125 per month for Xenial and \$33.33 per month for DINE. Additional fees may be required based on optional services you elect. These fees are subject to change. Additional menu maintenance, specialized data extracts or reporting, and all other service requests are subject to charges and expenses. These charges are collected weekly, monthly, or annually through your franchise finance account based on vendor invoicing. (See Exhibit K.)

Customer-facing payment terminals from Verifone has a monthly service fee of \$28.

We use a mobile and online ordering system through Mobo Systems, Inc. (Olo). With Olo, customers can place an order through mobile or online devices connected to the internet (such as a smartphone or computer) and submit credit card payment. For Standard Enterprise Technology Platform units, the order will automatically print on restaurants' front of house printers, kitchen printers or kitchen displays. For Non-Standard Enterprise Technology Platform units, the order will be sent to a back-office computer or laptop inside the restaurant running Olo's Self-Service Ordering System—or SSOS, for short. From there, the order can be set up to automatically print, and restaurant staff will enter the ticket details into the POS.

To participate, restaurants will pay Mobo Systems Inc. a service activation fee of \$250 (or a location transfer fee of \$100) and a monthly service fee of \$39, in addition to transaction fees of \$0.19 per order. Many restaurants are eligible for delivery arranged by Olo or other parties not affiliated with us, which offer guests the opportunity to pay for their order on the provider's or third party's platform. For orders where Olo arranges delivery (ie. Olo Dispatch), restaurants will pay an additional Dispatch fee of \$0.06 per transaction and contribute \$0.86 per order towards the delivery service provider's fee charged to the guest. All of these fees will be billed through your franchise finance account. (See Exhibit K-1).

For Third-Party Marketplace orders that originate on platforms such as DoorDash, UberEats, Postmates, or Grubhub, delivery companies typically charge restaurants a commission fee that ranges from 6-24% of the total order; to help offset this commission rate, Denny's enables our Operators to add a pricing surcharge of either 10%, 12.5%, 15%, 17.5%, or 20% with all prices rounded up to the nearest \$0.09 ending.

You must participate in the integrated online ordering system we designate for the New Product Offerings, which may be Olo or another online ordering program we designate.

For each Virtual Brand Offering concept there is a \$6.50 per month fee payable to Olo for the integration of a new concept through Olo Rails. Variable costs are \$0.19 per transaction.

We have established and maintain an intranet for the System through www.dennys.onelogin.com ("Intranet"). We may post, update, and distribute the Manuals and other confidential information through the Intranet, and may otherwise use the Intranet to communicate with you and other franchisees. We have no obligation to maintain it indefinitely, and we may dismantle it at any time. (Franchise Agreement, Section 5.11).

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Item 12

TERRITORY

Franchise Agreement and Successor Franchise Agreement

Except for your right to operate a Denny's restaurant at or from the premises of the restaurant, you do not receive any exclusive territory or the territorial rights under the franchise agreement. Except as describe in the franchise agreement, there are not restrictions on us or our affiliates from soliciting or accepting orders from consumers inside your trade area.

You are required to operate the restaurant only at the location we have approved. You may not operate the restaurant or offer or sell any products or services at or from any location other than the approved location, though you may make off-site sales within an area we designate if we approve or require you to do so, as described below.

We may open or franchise new restaurants near your restaurant without giving you the first right to open them, or paying you any compensation. Other affiliate-owned or franchised restaurants near your restaurant that are already in existence or opened later under franchise agreements may also (i) compete directly with you, (ii) provide goods or services in close proximity to your restaurant without compensating you, and (iii) possibly adversely affect the operation of your restaurant.

Except as described in Item 1, we do not operate or franchise, or currently plan to operate or franchise, any business under a different trademark that sells or will sell goods or services similar to those that our franchisees sell. However, our affiliates described in Item 1 and other portfolio companies that currently are or in the future may be owned by use or our affiliates may operate and/or franchise businesses that sell similar goods or services to those that our franchisees sell.

If you wish to develop additional restaurants, you must meet expansion criteria (operation, financial, and legal) we establish from time to time and present to us a potential restaurant site for our approval. (See Item 11.) A separate franchise agreement must be signed for each restaurant site.

Your franchise agreement does not have any rights to relocate the restaurant. If all or part of the restaurant is taken by condemnation, we may terminate your franchise agreement effective on the date of condemnation. (See Franchise Agreement Section 21.6.)

FLIP Development Agreement

If you sign a FLIP Development Agreement (FLIP), your agreement will contain an exclusive agreement granting you the right to develop and open a specified number of restaurants within a designated geographical area(s) set out in Exhibit A to the development agreement (a "Territory"). Territories may range in size from an area within a radius of a specified intersection to an entire DMA or larger areas. We must approve each proposed site within the Territory. Exhibit B of the development agreement (the "Development Schedule") sets benchmarks and a required opening date for each new restaurant. The term of the development agreement generally begins on the date the development agreement is signed and terminates on the earlier of the opening of the last Denny's restaurant required under the Development Schedule or a termination of the development agreement, due to failure to meet the Development Schedule or other reasons.

Under FLIP you will commit to opening a specific number of restaurants and meet development benchmarks for each restaurant. If you open the restaurant(s) on time, we will contribute to you a development incentive to be paid through your Payment Card Agreement (Exhibit J). Your development incentive will be reduced by the amount of your initial franchise fee and any New Restaurant Opening (NRO) (Item 11) fee. If the development incentive is less than the initial franchise fee and NRO fee, you will pay the balance to us. For example: If the development incentive for a restaurant is \$200,000, the initial franchise fee is \$30,000, and the NRO fee is \$36,000, then we will contribute \$134,000 to you. If the development incentive for a restaurant is \$50,000, the initial franchise fee is \$30,000, and the NRO fee is \$36,000, then we will contribute \$0 to you and you will remain liable for \$16,000 under the applicable franchise agreement.

The development incentive amount varies by development market. See Exhibit I-2a.

You may lose exclusivity if you open any restaurant more than thirty (30) days late.

In addition to losing exclusivity, the development incentive amount may be reduced by ten percent (10%) every thirty (30) days if you open a restaurant more than thirty (30) days after the due date. For Example: If the development incentive is \$200,000 and you open the restaurant thirty-one (31) to sixty (60) days late, then you may lose exclusivity under FLIP and your development incentive may be reduced by up to \$20,000 or 10% to \$180,000. If you open the same restaurant sixty-one (61) to ninety (90) days late, then you may lose exclusivity and the development incentive may be reduced by up to \$40,000 or 20% to \$160,000. Likewise, if you open the same restaurant ninety-one (91) to one hundred twenty (120) days late, then you may lose exclusivity and the development incentive will be reduced by \$60,000 or 30% to \$140,000.

H2.0-DA (Development Agreement)

If you sign an H2.0-DA, your agreement will contain an exclusive agreement granting you the right to develop and open a specified number of restaurants within a designated geographical area(s) set out in Exhibit Q to the development agreement (a "Territory"). Territories may range in size from an area within a radius of a specified intersection to an entire DMA or larger areas. We must approve each proposed site within the Territory. Exhibit A of the development agreement (the "Development Schedule") sets a required opening date for each new restaurant. The term of the development agreement generally begins on the date the development agreement is signed and terminates on the earlier of the opening of the last Denny's restaurant required under the Development Schedule or a termination of the development agreement, due to failure to meet the Development Schedule or other reasons.

You must pay a \$30,000 deposit upon execution of the H2.0-DA agreement, regardless of the number of franchises anticipated. The deposit may be applied toward the initial franchise fee for the first restaurant developed according to your development commitment. If you open a restaurant at least sixty (60) days before the due date on Exhibit A, we will credit your franchise finance account \$10,000. If for any reason, the H2.0-DA is terminated prior to opening your first restaurant, the deposit is forfeited.

The development rights under H2.0-DA is exclusive. However, we may not grant exclusive development rights in certain geographical territories, including metropolitan areas, high traffic zones, and other areas where we seek to maximize development. Even if we grant you exclusive development rights, we retain the right to license others, including DI and Denny's franchisees: (1) to continue to operate Denny's restaurants located within the Territory which are open for business on or before the date of the development agreement; (2) to relocate an existing restaurant

within its trade area; (3) to reopen a closed restaurant within its former trade area; and (4) to establish Denny's restaurants outside but in close proximity to the Territory or trade area if we determine that one restaurant can still be located in the Territory or trade area which will not be materially, adversely affected by the new restaurants outside the Territory or trade area. The territorial rights granted to you are subject to any prior territorial rights of other franchisees, whether or not currently enforced. We retain the right to: (a) open and operate Denny's restaurants, or franchise or license others to open and operate Denny's restaurants, at all universities, colleges, hospitals, municipal facilities, public transportation facilities, shopping malls, and similar nontraditional locations, regardless of location within the Territory or trade area; (b) open and operate, or franchise or license others to open and operate, nontraditional Denny's restaurants within the Territory or trade area (e.g., within drug stores, department stores, truck stops/travel plazas, hotel or motel chains); and (c) open and operate, or franchise or license others to open and operate, Denny's restaurants located within the Territory or trade area which we or our affiliates acquire on or after the date of the development agreement.

Exclusions from Territorial Rights

The Den is our limited service, nontraditional variation of the Denny's concept, which may be distinguished from our standard Denny's restaurant by a unique and modified menu. This concept may have limited or no table service. Customers may order at a counter and seat themselves. To differentiate from a standard Denny's restaurant, limited service concepts may have distinct uniforms, POP (point-of-purchase, or in-store marketing materials) specific to the concept, trade dress, brand representation, and signs. This concept may appear as a standalone restaurant or in a nontraditional location, including without limitation those described in Item 12. We reserve the right to develop, or license others to develop limited service concepts as they may evolve, in any Territory or trade area where traditional restaurants exist or may be developed, including any exclusive Territory for traditional restaurants.

The Den by Denny's complements the system of standard Denny's restaurants. Certain trade areas should be able to support a standard Denny's plus a Denny's in a nontraditional location. We will continuously monitor the relationship between the various new concepts and standard Denny's. If any new concept, as it may develop, does not achieve this objective over time in our sole judgment, we will revisit the placement of that concept in proximity to standard Denny's as well as accommodations to allow the formats to coexist.

We have opened units named The Den in nontraditional locations such as college campuses. Training is conducted through the same organization and structure as for a traditional Denny's.

General Provisions of Development Agreements

In addition to the requirement that you comply with all of the terms of the development agreement, continuation of your development rights is contingent upon: (a) opening the number of Denny's restaurants as required by the Development Schedule; (b) licensing each Restaurant by executing our then-current standard franchise agreement for each Restaurant; (c) satisfying all financial and operational criteria in effect at the time of executing the development agreement (expandability, See Exhibit B to your development agreement); and (d) maintaining good standing under all your other agreements with us and our affiliates.

Development schedules are part of every development agreement. Generally, you must open one new restaurant every 15-18 months until the required number of restaurants open. The

development agreement sets forth the terms under which this schedule can be extended or revised, as well as the consequences of failing to meet the schedule.

H2.0-DA (Development Agreement)

If you execute an H2.0-DA you must pay a development deposit of \$30,000, regardless of the number of restaurants to be developed. The deposit is due when you sign the H2.0-DA and is payable in good funds. The deposit is uniform to all franchisees and is not refundable, in whole or in part, under any circumstances. The \$30,000 deposit will be applied to the initial franchise fee of your first restaurant opened under you H2.0-DA. You will pay \$30,000 initial franchise fee for each restaurant opened under your H2.0-DA.

For each restaurant, if you open that restaurant at least sixty days before the due date under your H2.0-DA, you will receive a \$10,000 credit toward your franchise finance account.

For each restaurant opened according to its development schedule, you will pay the following Royalties and Brand Building Fund;

Fee	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 20
Royalty	1.5%	2%	2.5%	3.5%	4%	4.5%
Brand Building	1%	1.5%	2%	2%	2.5%	3%

Scrape and Rebuild / Offset Program.

For any existing restaurant, including a former company restaurant, you may request permission to relocate to a brand new building built in an approved type in the same trade area. The proposal may be subject to the process in place at that time for approving a new restaurant, including without limitation encroachment impact. Upon approval and completion of construction, you will have the right to close the original restaurant and move the Denny's to the new location. You remain responsible for any obligation under the (Sub)lease for a former company restaurant. In addition to the foregoing terms, to qualify for the Scrape and Rebuild / Offset Program, you must not have the original and Rebuild / Offset restaurants open at the same time. If we deem any down time between closing and opening to be too long, we may impose requirements such as training as conditions to reopening.

If you satisfy the requirements of the Scrape and Rebuild / Offset Program, you will receive a new Franchise Agreement with no initial franchise fee, the term of the new Franchise Agreement will begin on the Opening Date of the new restaurant. The term will continue for a full twenty (20) years from the Opening Date of the Rebuild / Offset Restaurant, unless sooner terminated by us as provided for in the agreement. You may carry over any favorable royalty and brand building percentages for a period of time equal to the balance of the original franchise agreement term. If the term of your lease or sublease, if any, for the Restaurant site, including any option periods contained in said lease or sublease which you exercise, is for less than twenty (20) years, then you have a good faith obligation to exercise any option periods in said lease or sublease, and the franchise shall be for a term identical to the term of your lease or sublease, but shall in no event extend beyond twenty years from the Opening Date of the Offset Restaurant. Upon expiration or earlier termination of the Franchise Agreement, you will have no right or option to extend the term of the franchise.

Alternative Channels of Distribution

You do not have the right to use alternative channels of distribution (including satellite, temporary sites, mobile vehicles, carts or kiosks, by use of catalogs, electronic media (such as the Internet, social media and networking sites and mobile applications including online ordering applications of an Aggregator), telephone sales and/or direct mail) in connection with offering or selling the products and services of the System unless otherwise approved by us.

We may require you to offer delivery, take-out, and catering services to customers located within an area we designate. We have the right to restrict any delivery or catering services to customers located within the designated area. If we approve or require you to offer and sell products by take-out, catering, or delivery, you must receive our prior written approval in order to participate in any online ordering system operated by us or our affiliates or to use any online ordering system owned or maintained by you, your affiliates, or any third-party supplier of delivery services.

We may authorize you to perform delivery or catering services to customers located outside the designated area and may authorize restaurants located outside the designated area, including Denny's restaurants operated by us, our affiliates, or other franchisees, to perform delivery or catering services to customers located within your designated area. You may compete with other Denny's restaurants, including those operated by us, our affiliates, or other franchisees, for off-site delivery or catering orders, including in the designated area.

New Product Offering Program

We may, from time-to-time, offer to our franchisees the option to participate in New Product Offering through which franchisees utilize their existing kitchens, equipment and products to offer certain products under separate marks for take-out or delivery only. Currently, we offer franchisees the opportunity to participate in The Burger Den and The Meltdown offering.

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Item 13

TRADEMARKS

The following principal Marks have been registered by us on the Principal Register of the United States Patent and Trademark Office ("PTO"):

DENNY'S Plain letter Service mark	Registration No. 740,359 Registered November 6, 1962 Renewed August 20, 2012
DENNY'S DINER 2000	Registration No. 2,377,637 Registered August 15, 2000 Renewed August 15, 2010 Renewed August 15, 2020
DENNY'S DINER 2000	Registration No. 2,372,959 Registration August 1, 2000 Renewed August 1, 2010 Renewed August 1, 2020
DENNY'S Diner 2000 w/o "Diner"	Registration No. 2,653,324 Registered November 26, 2002 Renewed August 20, 2012
DENNY'S CLASSIC DINER OPEN 24 HOURS	Registration No. 2,512,281 Registered November 27, 2001 Renewed September 30, 2011 Renewed September 30, 2021
DENNY'S Stylized within a French diamond	Registration No. 1,720,986 Registered September 29, 1992 Renewed October 9, 2012
FRENCH DIAMOND design	Registration No. 2,761,133 Registered September 9, 2003 Renewed July 12, 2013
\$2 \$4 \$6 \$8	Registration No. 3,964,768 Registered May 24, 2011 Renewed May 24, 2021
\$2 \$4 \$6 \$8 VALUE MENU	Registration No. 3,972,843 Registered June 7, 2011 Renewed June 7, 2021
ALL AMERICAN SLAM	Registration No. 1,950,994 Registered January 23, 1996 Renewed January 2, 2006 January 19, 2016
AMERICA'S DINER IS ALWAYS OPEN	Registration No. 4,129,406 Registered April 17, 2012
DANNY'S DONUTS	Registration No. 6,669,938 Registered March 15, 2022
GRAND SLAM	Registration No. 1,813,884 Registered December 28, 1993 Renewed February 21, 2014
GRAND SLAM SLUGGER	Registration No. 3,857,076 Registered October 5, 2010

	Renewed October 5, 2020
JR. GRAND SLAM	Registration No. 1,270,950 Registered March 20, 1984 Renewed May 13, 2014
MOONS OVER MY HAMMY	Registration No. 1,946,766 Registered October 1, 1996 Renewed January 2, 2006 January 19, 2016
PANCAKE PUPPIES	Registration No. 6,334,221 Registration Date April 27, 2021
SLAM	Registration No. 2,592,374 Registered July 9, 2002 Renewed September 16, 2011
SLAMWICH	Registration No. 2,805,903 Registered January 13, 2004 Renewed December 14, 2013
SUPER BIRD	Registration No. 1,378,319 Registered January 14, 1986 Renewed January 20, 2006 January 19, 2016
ULTIMATE OMELETTE	Registration No. 1,645,411 Registered May 21, 1991 Renewed June 15, 2010 Renewed May 21, 2021
WELCOME TO AMERICA'S DINER	Registration No. 4,592,498 Registered August 26, 2014

In connection with the New Product Offerings, we have applied for registration of the following Marks with the USPTO.

THE BURGER DEN	Registration No. 6560475 Registered November 16, 2021
THE BURGER DEN	Registration No. 6335170 Registered April 27, 2021
THE MELTDOWN	Registration No. 6555230 Registered November 9, 2021
THE MELTDOWN	Registration No. 6,555,230 Registered November 9, 2021

We have filed all required affidavits in connection with the Marks described above. There are no currently effective material determinations of the PTO, Trademark Trial and Appeal Board, the trademark administrator of any state or any court, nor is there any pending infringement, opposition or cancellation proceedings or material litigation involving the Marks in the United States. There are no agreements currently in effect which significantly limit our right to use or license others to use the Marks in a manner material to you. We are not aware of any superior prior rights or infringing uses that would materially affect your use of the Marks.

Franchise Agreement and Successor Franchise Agreement

The franchise agreement grants you the right to use the Marks, including "Denny's" and other Marks we authorize. If we believe, in our sole discretion, that it is advisable to modify or discontinue use of any Mark or to use one or more additional or substitute names or marks, you must comply with our directions, and our sole obligation in this event will be to reimburse you for your actual and direct compliance costs.

You must immediately notify us of any claim of infringement or challenge to your use of any Mark. We will protect and defend you against any claim or challenge and will have sole discretion to take any action we deem appropriate. You must cooperate fully with us in the prosecution or defense of any claim or challenge. We will reimburse you for any damages for which you may be found liable if you immediately notified us of the claim and used the relevant mark in accordance with the Franchise Agreement.

FDP Development Agreement, MGIP, HDI, New and Emerging Market Agreements, H2.0-DA, and FLIP

No version of development agreement grants you the right to use any of the Marks. Your right to use the Marks is derived solely from the franchise agreements you enter into with us. You may not use any Mark as part of a corporate or legal business name or in any other manner not authorized in writing by us.

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Item 14

PATENTS, COPYRIGHTS, AND PROPRIETARY INFORMATION

There are no patents that are material to the franchise.

We claim copyright protection for our web sites, both public and private, restaurant menu formats, advertising designs and the like. Any of these items reproduced by you, as authorized by us, must bear a copyright notice in the form we specify. We consider certain information relating to the development and operations of Denny's restaurants trade secrets and proprietary information. This information includes:

- a. the Denny's Brand Standards / HACCP Manual;
- b. ingredients, formulas, recipes, and methods of preparation and presentation of certain food products;
- c. plans and specifications for the development of Denny's restaurants;
- d. sales, marketing and advertising programs and techniques for Denny's restaurants;
- e. knowledge of specifications for, and vendors of, certain food products, materials, supplies and equipment;
- f. methods of inventory control, storage, product handling, and management of Denny's restaurants; and
- g. information contained on our franchisee web site: www.dennys.onelogin.com

You may not use our confidential information in an unauthorized manner and must take reasonable steps to prevent its disclosure to others. Under the Franchise Agreement you must:

- a. fully and strictly adhere to all security procedures prescribed by us for maintaining the confidentiality of our proprietary information;
- b. exercise the highest degree of diligence in protecting the secrecy of the confidential information during and after the term of the Franchise Agreement;
- c. disclose confidential information to your employees only to the extent necessary for the efficient operation of the Restaurant in accordance with the Franchise Agreement; and
- d. not use any confidential information in any business other than a Denny's restaurant operated under the Franchise Agreement.

There currently are no effective determinations of the Copyright Office (Library of Congress) or any court regarding any of the copyrighted materials. Nor are there any agreements currently in effect which significantly limit our right to use or authorize you to use the copyrighted materials. Further, there are no infringing uses actually known to us which could materially affect your use of the copyrighted materials in any state.

Our obligation and yours is to protect your rights to use our copyrights and to defend you against claims arising from your use of our copyrights are the same as our obligations described in Item 13 for our Marks.

Item 15

OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS

We require at least one individual who signs the Franchise Agreement to participate personally in the direct operation of the Denny's Restaurant. This includes "on-premises" supervision to promote Restaurant performance by guiding and directing employees to enforce brand standards in the daily operations of the Restaurant. If you are a legal entity, then you can satisfy this requirement if at least one of the owners/guarantors (referred to as the Managing Owner) meets our criteria set forth below. The Managing Owner must permanently reside near the Restaurant so long as he exercises this role.

If there is no individual franchisee or owner/guarantor with sufficient restaurant operations experience, or if qualified individuals do not meet the other requirements for this role, you must affiliate with an operator (Designated Operator.) A Designated Operator must satisfy the following requirements: (1) be approved by us; (2) have a beneficial equity interest of at least ten percent in the Restaurant business or be a party to an arrangement with the Franchisee which we approve; (3) devote full time and best efforts to the supervision of Denny's restaurants; and (4) permanently reside near the Restaurant. Requirements (2) - (4) are ongoing, and if your Designated Operator ceases to meet any one of them at any time, you must replace the Designated Operator with a new Designated Operator, approved by us, within 120 days. You must also develop a plan satisfactory to us to assure proper operation of the Restaurant in the interim.

Where you satisfy this requirement through a Managing Owner, then that person must complete our FMIT program. Even if you satisfy this requirement through a Designated Operator, at least one owner must successfully complete our FMIT program.

The same person may serve as the Managing Owner or Designated Operator for multiple Denny's restaurants in the same local area which are owned by the same franchise group. Circumstances will limit the number and location of restaurants which any individual can supervise effectively. Each Managing Owner or Designated Operator must satisfy the requirements set forth above for all the restaurants he supervises.

We require that you employ at least three managers for the Restaurant. One of the managers can be the Managing Owner or Designated Operator if the full time responsibilities of that person involve only one restaurant. Where the Managing Owner or Designated Operator oversees multiple restaurants, three other managers are required at each restaurant. A manager who is not the Designated Operator is not required to have an equity interest in the Restaurant. The Designated Owner and managers may be required to sign a nondisclosure agreement for our benefit covering our confidential information and trade secrets. Each manager must work at the Restaurant on a full time basis and permanently reside near the restaurant.

If you are a corporation, limited liability company, or other legal entity that affords protection from liability, each person holding a significant interest in the legal entity must personally guaranty your obligations under the Franchise Agreement. Managing Owners and Designated Operators must also personally guaranty the Franchise Agreement. In addition, if you reside in a state having community property laws, we require that your spouse personally guaranty your obligations under the Franchise Agreement. A copy of the Personal Guaranty is attached to this disclosure document as Exhibit L. If you are a publicly or institutionally owned entity, we may accept another form of security from you.

Item 16

RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL

Franchise Agreement and Successor Franchise Agreement

Only approved products and services may be sold in the Restaurant. You must offer at the Restaurant all those products and services we require, including those items specified in the standard Denny's menu, plus specials and featured items which we may designate. Specials and featured items designated by us are considered to be part of the Denny's menu and must be made available on the days and times we specify.

You are prohibited from offering at the Restaurant any products or services which we have not authorized; however, you are not limited in the customers to whom you may offer authorized products and services. Ancillary businesses (secondary businesses other than a family-style restaurant), products or services are not permitted in or at the Restaurant. No vending, cigarette, automatic teller machines, video game or other coin-operated machines are permitted in the Restaurant unless you have obtained our prior written approval. You must operate the Restaurant as a full service, family-style restaurant (buffets are not permitted) 24 hours a day, seven days a week.

You may not engage in any local, regional, or national advertising activities or erect, hand out or display any sign, poster, coupon, advertising, or promotional material of any type without our prior written consent. We will have the right to remove any unauthorized material at your expense. You may not advertise, promote, post, or list information relating to the Restaurant on the Internet (through the creation of a website or otherwise), without our prior written consent.

We have the right to modify the System to change the types of goods and services we authorize. Except as otherwise described in the Franchise Agreements, there are no limits on our right to make changes.

Development Agreements

No development agreement contains provisions restricting the goods and services offered by you. However, with respect to each Denny's Restaurant developed under any development agreement, you will be subject to the restrictions on goods and services contained in our then-current standard franchise agreement.

SCOC Franchisee Participation Agreement

This agreement requires you to use in Denny's only specified products from approved vendors. Where products are available through the approved distributor for the System (currently McLane), you must buy the products through them and otherwise comply with the terms of the System distribution contract.

New Product Offering Program/Addendum

Franchisees participating in a New Product Offering Program may only offer and sell the products that Denny's has designated or approved for each New Product Offering. Except as otherwise provided in the franchise agreement or New Product Offering Addendum, franchisees may not use their Restaurant kitchen facilities or equipment for the preparation of food products or to engage in services that have been not been approved by us.

Item 17

RENEWAL, TERMINATION, TRANSFER, AND DISPUTE RESOLUTION

Although there are no renewal provisions in our Franchise Agreement, we may sign a 10 or 20 year Successor Franchise Agreement with qualified franchisees. We may change or discontinue the current successor program at any time. In March 2022, we began offering franchisees the option of an eleven-year agreement for \$10,000, or a twenty-one year agreement for \$30,000 for all restaurants that were open during the COVID period of March 2020 through January 2022.

THE FRANCHISE RELATIONSHIP

This table lists important provisions of the franchise and related agreements. You should read these provisions in the agreements attached to this disclosure document.

<i>PROVISION</i>	<i>SECTION IN FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>	<i>SECTION IN SUCCESSOR FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>
a. Length of the franchise term	Section 3	Lesser of 20 years or lease term	Section 3	Lesser of 20, 10 years or lease term
b. Renewal or extension of the term	None		None	
c. Requirements for franchisee to renew or extend	None		None	
d. Termination by franchisee	None	You have no right to terminate the Franchise Agreement	None	You have no right to terminate the Successor Franchise Agreement
e. Termination by franchisor without cause	None		None	
f. Termination by franchisor with cause	Sections 18 & 21.6	Noncompliance, default or Restaurant condemnation	Sections 18 & 21.6	Noncompliance, default or Restaurant condemnation

<i>PROVISION</i>	<i>SECTION IN FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>	<i>SECTION IN SUCCESSOR FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>
g. "Cause" defined - curable defaults	Section 18.1	Failure to pay us any amount due within 5 days of notice that such amount is overdue; failure to cure within 10 days any default of a loan or other third party obligation to make payment to us or is secured by your interest in the restaurant; the commission of a felony, a crime involving moral turpitude, or any other crime or offense we believe will likely to have an adverse effect on the System; failure to participate in or a default under the Payment Card Agreement; or to comply with standards or requirements of Franchise Agreement not otherwise covered in Franchise Agreement Section 18.0	Section 18.1	Failure to pay us any amount due within 5 days of notice that such amount is overdue; failure to cure within 10 days any default of a loan or other third party obligation to make payment to us or is secured by your interest in the restaurant; the commission of a felony, a crime involving moral turpitude, or any other crime or offense we believe will likely to have an adverse effect on the System; failure to participate in or a default under the Payment Card Agreement; or to comply with standards or requirements of Franchise Agreement not otherwise covered in Franchise Agreement Section 18.0

<i>PROVISION</i>	<i>SECTION IN FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>	<i>SECTION IN SUCCESSOR FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>
h. "Cause" defined - noncurable defaults	Section 18.2	Failure to comply with an law for the operation of the restaurant; Restaurant abandonment; bankruptcy; loss of lease; lien on the business or assets of at least \$1,000; business, equipment, or premises seized; material misrepresentation by you; conduct that is harmful or reflects unfavorably to the restaurant or brand; failure to open the restaurant; unauthorized assignment; failure to cure a default; failure to maintain insurance; felony conviction	Section 18.2	Failure to comply with an law for the operation of the restaurant; Restaurant abandonment; bankruptcy; loss of lease; lien on the business or assets of at least \$1,000; business, equipment, or premises seized; material misrepresentation by you; conduct that is harmful or reflects unfavorably to the restaurant or brand; failure to open the restaurant; unauthorized assignment; failure to cure a default; failure to maintain insurance; felony conviction
i. Franchisee's obligations on termination /nonrenewal	Section 19	Pay amounts owed, including damages, discontinue use of Marks & confidential information; return of materials; comply with covenant not to compete	Section 19	Pay amounts owed, including damages, discontinue use of Marks & confidential information; return of materials; comply with covenant not to compete
j. Assignment of contract by franchisor	Section 17.1	Assignee must be financially capable & assume all obligations	Section 17.1	Assignee must be financially capable & assume all obligations
k. "Transfer" by franchisee - defined	Section 17.2	Includes transfer of ownership interest, sale, lease, assignment and transfer	Section 17.2	Includes transfer of ownership interest, sale, lease, assignment and transfer

<i>PROVISION</i>	<i>SECTION IN FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>	<i>SECTION IN SUCCESSOR FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>
i. Franchisor approval of transfer by franchisee	Sections 17.3 & 17.4	We have the right to approve all transfers	Sections 17.3 & 17.4	We have the right to approve all transfers
m. Conditions for franchisor approval or transfer	Sections 17.3 & 17.4	Payment of assignment fee established by Company from time to time; execution of standard assignment documentation or our then-current form of franchise agreement, including a general release and a guaranty of assignee's performance; operational and financial capability of assignee	Sections 17.3 & 17.4	Payment of assignment fee established by Company from time to time; execution of standard assignment documentation or our then-current form of franchise agreement, including a general release and a guaranty of assignee's performance; operational and financial capability of assignee
n. Franchisor's right of first refusal to acquire franchisee's business	Section 17.3	We and DI have the right to acquire your restaurant on the same terms and conditions as an offer to another franchisee	Section 17.3	We and DI have the right to acquire your restaurant on the same terms and conditions as an offer to another franchisee
o. Franchisor's option to purchase Restaurant	Section 19.1	We have right to purchase tangible restaurant assets upon termination or expiration of Franchise Agreement	Section 19.1	We have right to purchase tangible restaurant assets upon termination or expiration of Franchise Agreement
p. Death or disability of franchisee	Section 10.7 and Section 17.10	If Managing Owner or Designated Operator dies, Franchisee has 120 days to replace. If Franchisee dies, must meet general assignment requirements	Section 10.7 and Section 17.10	If Managing Owner or Designated Operator dies, Franchisee has 120 days to replace. If Franchisee dies, must meet general assignment requirements

<i>PROVISION</i>	<i>SECTION IN FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>	<i>SECTION IN SUCCESSOR FRANCHISE AGREEMENT</i>	<i>SUMMARY</i>
q. Non-competition covenants during the term of the franchise	Section 20.5	No involvement in business or brand in the United States that competes with Restaurant, franchise or affiliate	Section 20.5	No involvement in business or brand in the United States that competes with Restaurant, franchise or affiliate
r. Non-competition covenants after the franchise is terminated or expires	Section 20.5	No competing business for 2 years within 15-mile radius of Restaurant	Section 20.5	No competing business for 2 years within 15-mile radius of Restaurant
s. Modification of the agreement	Section 7.3	Franchisee is required to sign our Payment Card Agreement and participate in our credit card program	Section 7.3	Franchisee is required to sign our Payment Card Agreement and participate in our credit card program
t. Integration, merger clause	Section 21.7	Only the terms of the Franchise Agreement are binding. (Subject to State law.) Any representations outside the Franchise Agreement or disclosure document may not be enforceable.	Section 21.7	Only the terms of the Successor Franchise Agreement are binding. (Subject to State law.) Any representations outside the Successor Franchise Agreement or disclosure document may not be enforceable.
u. Dispute resolution by arbitration or mediation	None		None	
v. Choice of forum	Section 21.10 (see state-specific addendum and state-specific riders to agreements)	Litigation must be in South Carolina	Section 21.10 (see state-specific addendum and state-specific riders to agreements)	Litigation must be in South Carolina
w. Choice of law	Section 21.10 (see state-specific addendum and state-specific riders to agreements)	South Carolina law applies	Section 21.10 (see state-specific addendum and state-specific riders to agreements)	South Carolina law applies

The table set forth below lists important provisions of the H2.0-DA agreement. You should read these and all other provisions in the H2.0-DA agreement attached to this disclosure document.

<i>PROVISION</i>	<i>SECTION IN H2.0 DA AGREEMENT</i>	<i>SUMMARY</i>
a. Length of development term	Section 2.1 and 4.0	Earlier of termination date or date last Restaurant listed in Development Schedule opened
b. Renewal or extension of the term	None	
c. Requirements for franchisee to renew or extend	None	
d. Termination by franchisee	None	
e. Termination by franchisor without cause	None	
f. Termination by franchisor with cause	Sections 9 and 10	See table items g and h immediately below
g. "Cause" defined: curable defaults	Section 9.2	Lien or other encumbrance on your property or assets or failure to comply with the terms of the H2.0-DA agreement not otherwise covered in Section 9.1 as described in item h below.
h. "Cause" defined: non-curable defaults	Section 9.1	Failure to comply with Development Schedule (there are limited cure rights), bankruptcy, assignment without our prior written consent
i. Franchisee's obligations on termination/nonrenewal	None	
j. Assignment of contract by franchisor	Section 8.1	H2.0-DA agreement is fully assignable by us
k. "Transfer" by franchisee – defined	Section 8.2	Sale, transfer, lease, merger, in whole or in part, by operation of law or otherwise
l. Franchisor's approval of transfer by franchisee	Section 8.2	H2.0-DA agreement is personal to you and you have no assignment rights
m. Conditions for franchisor approval of transfer	Section 8.2	You have no right to assign the H2.0-DA agreement
n. Franchisor's right of first refusal	None	
o. Franchisor's option to purchase Restaurant	None	

<i>PROVISION</i>	<i>SECTION IN H2.0 DA AGREEMENT</i>	<i>SUMMARY</i>
p. Death or disability of franchisee	Section 8.2	H2.0-DA agreement may not be assigned by law
q. Non-competition covenants during the term of the franchise	Section 17.0	No involvement in business or brand in the United States that competes with Denny's restaurants or any of our affiliates
r. Non-competition covenants after the franchise is terminated or expires	None	
s. Modification of the agreement	Section 13.0	No modification unless in writing signed by us and you.
t. Integration/merger clause	Section 13.0	Only terms of H2.0-DA agreement are binding; other promises not enforceable
u. Dispute resolution by arbitration or mediation	None	
v. Choice of forum	None	
w. Choice of law	Section 15.0 (see state-specific addendum and state-specific riders to agreements)	South Carolina law applies

These states have statutes which may supersede the Franchise Agreement and H2.0-DA Agreement in your relationship with us, including the areas of termination and renewal of these agreements:

ARKANSAS (Ark. Stat. Ann § 70-807)
 CALIFORNIA (Bus. & Prof. Code §§ 20,000-20,043)
 CONNECTICUT (Conn. Gen. Stat. Ann § 42-133 e-g)
 DELAWARE (Del. Code Ann., tit. 6, § 2551-6 (Supp. 1974))
 HAWAII (Haw. Rev. Stat. § 482E-1 (Supp. 1992))
 ILLINOIS (Ill. Comp. Stat. Ch. 815, para. 705/19-20 (1992))
 INDIANA (Ind. Code Ann. § 23-2-2.7 (1993))
 IOWA (Iowa Code, tit. XX §§ 523 H.1-523 H.17 (1992))
 MICHIGAN (Mich. Stat. Ann. § 19.854 (27) (1975))
 MINNESOTA (Minn. Stat. Ann. § 80 C.14 (Supp. 1976-76))
 MISSISSIPPI (Miss. Code Ann. § 75-24-51 (Supp. 1993))
 MISSOURI (Mo. Rev. Stat. § 407.400 (Supp. 1976))
 NEBRASKA (Neb. Rev. Stat. § 87-401 (Supp. 1976))
 NEW JERSEY (N.J. Stat. Ann. § 56:10-1 (West 1989 and Supp. 1994))
 VIRGINIA (Va. Code §§ 13.1-557-574 (1978))
 WASHINGTON (Wash. Code Ann. § 19.100.180 (1992))
 WISCONSIN (Wis. Stat. Ann. § 135.03 (West 1989 and Supp. 1994))

Some of these states require amendments to our Franchise Agreement and H2.0-DA Agreement. Those required amendments are found in Exhibit B of this disclosure document.

These and other states may have court decisions which may supersede the Franchise Agreement, or any development agreement in your relationship with us, including the areas of termination and renewal of these agreements.

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Item 18

PUBLIC FIGURES

DFO does not use any public figure to promote its franchise.

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Item 19

FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Some outlets have earned this amount. Your individual results may differ. There is no assurance you will earn as much.

Table 19-1

Presented below are the average sales figures for the traditional (excludes The DEN restaurants and REEF locations) franchised Denny's restaurants that has been operating for at least 12 months, as of the end of 2020 – 2022 fiscal years. During the fiscal years surveyed, no franchised restaurant closed after being open less than 12 months. At the end of our most recent fiscal year end December 28, 2022, we had 1379 franchise restaurants (includes 12 DEN restaurants, 2 new REEF Locations and 17 new restaurant openings) of which 17 were closed at least one month during 2022, 37 were closed at least one month during 2021, and 386 were closed at least one month during 2020 and were excluded from, 2022, 2021 and 2020 sales.

<u>Franchised Restaurant Sales</u>			
Fiscal Year	2022	2021	2020
Number of domestic restaurants (open for all 12 months)	1,331	1,362	1,026
Average Sales	1,767,337	1,639,549	1,220,099

Number/percentage of restaurants greater than average	575 / 43%	577 / 42%	446 / 43%
Median Sales	1,666,661	1,547,757	1,145,598
Highest Sales	4,254,701	4,340,015	3,764,654

NOTES AND ASSUMPTIONS

A. The size of the restaurants may vary significantly. Over the past few years we had several conversion restaurants open ranging from 101 to 190+ seats. Our Heritage 2.0 prototype has an average of 145-150 seats and is scalable to expand to 200 seats or reduced to 115 seats.

B. We compiled the figures provided above from our financial statements and from net sales reports submitted to us by our franchise operators on a 52-week basis for 2021 and 2022 and 53-week basis for 2020. The net sales information provided by our franchise operators has not been audited and has not necessarily been prepared on a basis consistent with generally accepted accounting principles.

Table 19-2

Presented below are the average sales and average operating profit for the company-owned Denny's restaurants that had been operating for at least 12 months, as of the end of each of the 2018-2022 fiscal years. During the fiscal years surveyed, no company-owned restaurant closed after being open less than 12 months. At the end of our fiscal year ending December 28, 2022, we had 66 company restaurants of which two were closed for at least one month and were excluded from 2022 sales. At the end of our fiscal year December 29, 2021, we had 65 company restaurants of which all operated the full year. At the end of our fiscal year ended December 30, 2020, we had 65 company restaurants of which four restaurants were closed for at least one month and were excluded from 2020 sales.

<u>Company-Owned Restaurant Average Sales and Average Operating Profit</u>					
Fiscal Year	2022	2021	2020	2019	2018

Number of Restaurants (open all 12 months)	64	65	61	68	169
Average Sales	2,973,945	2,692,563	1,726,956	2,779,817	2,310,040
Number/percentage of Restaurants greater than average sales	29 / 45%	29 / 45%	30 / 49%	28 / 41%	73 / 43%
Median Sales	2,752,295	2,591,187	1,712,267	2,596,302	2,105,775
Highest Sales	7,054,719	5,972,425	3,858,459	7,834,440	8,008,755
Lowest Sales	1,231,693	1,001,859	841,950	1,092,680	1,003,373
Average EBITDA (before Royalties, Advertising, Occupancy Cost and Management Fees)	707,911	725,162	255,916	806,090	605,565
Number/percentage of Restaurants greater than average EBITDA*	28 / 44%	31 / 48%	27 / 44%	27 / 40%	63 / 37%
Median EBITDA*	671,627	692,903	223,787	723,977	531,705
Highest EBITDA*	2,921,768	2,355,058	1,368,588	3,410,986	3,366,946

Lowest EBITDA*	(174,600)	38,869	(174,019)	139,535	(105,091)
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NOTES AND ASSUMPTIONS

A. EBITDA is a formula based on Earnings Before Interest, Taxes, Depreciation, and Amortization

Table 19-2 A

Presented below is a chart reflecting average operating results from the company-owned Denny's Restaurants covered in in Table 19-2. This chart shows the average sales and certain other operating costs and expenses of the company-owned Restaurants as of the end of 2020 – 2022 fiscal years.

The schedule was prepared from the internal operating records of DI which, in turn, were prepared in accordance with generally accepted accounting principles. The schedule is unaudited. We will substantiate the data set forth in the schedule to all prospective franchisees upon reasonable request.

Company Restaurant Average Operating Results (Fiscal Years 2020, 2021 and 2022)						
	2022		2021		2020	
	Dollars	Percent of Sales	Dollars	Percent of Sales	Dollars	Percent of Sales
Net Sales	2,973,945	100.0%	2,692,563	100.0%	1,726,956	100.0%
Food	707,862	23.8%	577,785	21.5%	377,792	21.9%
Crew Labor	681,832	22.9%	596,341	22.1%	411,466	23.8%

Management Labor	204,162	6.9%	184,863	6.9%	187,426	10.9%
Gross Profit	1,380,089	46.4%	1,333,574	49.5%	750,272	43.4%
Taxes/Fringe Benefits	225,223	7.6%	222,529	8.3%	170,606	9.9%
Utilities	108,359	3.6%	89,612	3.3%	75,853	4.4%
Repair & Maintenance	54,323	1.8%	39,895	1.5%	36,285	2.1%
Other Expense	284,273	9.6%	256,377	9.5%	211,613	12.3%
EBITDA before Royalties, Advertising, Occupancy Cost and Management Fees	707,911	23.8%	725,162	26.9%	255,916	14.8%

NOTES TO FINANCIAL SCHEDULE

A. The schedule presents the actual operating results with respect to sales and selected costs of Denny's restaurants owned and operated by DI in the United States during the fiscal years 2020 - 2022, excluding only those restaurants which were open for only part of such period. The schedule is based upon data received from DI's employees at each restaurant who, in the normal course of business, collect such data.

B. "Net Sales" reflected on the schedule represent all revenue derived from the restaurants, including all sales of food, goods, wares, merchandise, and all services made in, upon, or from the restaurants, including catering services, whether for cash, check, credit, or otherwise, without reserve or deduction for inability to collect same. Net Sales do not include rebates or refunds to customers or the amount of any sales taxes or other similar taxes that restaurants may be required to collect from customers to be paid to any federal, state, or local taxing authority.

C. We are not able to provide similar information relating to Denny's restaurants operated by our franchisees because we do not have reliable information relating to costs incurred by franchise operators.

D. There are no material differences between the operations of the restaurants being franchised by us and the restaurants owned and operated by DI. Both groups of restaurants will operate under the same System, and with similar operating requirements.

E. The restaurants included in the schedule have been open for periods as short as one year and as long as 59 years. No restaurant has been open for less than twelve months.

F. The final line of the schedule reflects the restaurant profit before deducting expenses which differ among individual restaurants. These additional expenses, which are likely to be significant, include without limitation:

- Royalty fees and Brand Building contributions
- Occupancy cost
- Management fees
- Interest or financing charges not included in lease payments
- Depreciation on property and equipment
- Any preopening or amortization of organization costs
- Accounting, legal fees, and general and administrative expenses

We strongly encourage you to consult with your financial advisors in reviewing the schedule and, in particular, in estimating the categories and amount of additional expenses which you will incur in establishing and operating the Restaurant. The schedule contains only some of the categories in which you may incur expenses.

G. Except for the schedule set forth in this Item, and profit and loss statements which we may provide to you where we sell you a company Restaurant (see the section titled, "Company Restaurant P&Ls," below), we do not make information available to prospective franchisees in this state concerning actual, average, projected, or forecasted sales, costs, income, or profits. You should be aware that the financial performance of any particular restaurant may be affected by a number of factors, including, but not limited to the following:

1. The schedule does not reflect debt service costs. You will incur such costs to the extent you finance the initial franchise fee and the development and construction cost of the Restaurant and the furniture, fixtures, and equipment, or to the extent you borrow funds to acquire the property and build the Restaurant.

2. The Restaurant may face competition from restaurants and food service outlets offering many different types of cuisine. The intensity of this competition will vary depending upon the location of the Restaurant. Further, the tastes of a community or community segment may not be accustomed to the type of products offered by the Restaurant. As such, appreciation for and acceptance of the products offered by the Restaurant may have to be developed to varying degrees depending upon the particular community.

3. You may not have comparable restaurant and food service experience and expertise as found in the Denny's restaurants owned and operated by DI. While we will provide certain assistance to you (see Item 11), you and the staff of the Restaurant will be primarily

responsible for the daily operations of the Restaurant in accordance with the terms of the Franchise Agreement.

4. The quality and effectiveness of your managerial skills will affect, positively or negatively, the sales results of the Restaurant. Decisions with respect to location, additional advertising programs, employees, cost controls, and other factors may impact the results of the Restaurant.

5. Geographic and socio-economic variations from locality to locality may affect the results of the Restaurant, as well as factors bearing upon business cycles and performance of the national and world economy.

6. Labor includes wages paid to all hourly and management employees working in the Restaurant. Your cost could vary depending on the prevailing wage rates of the area of the country in which your Restaurant operates and the specific labor laws. This item does not include owners' wages, draws, or other compensation.

We recommend that you make your own independent investigation to determine whether or not the franchise may be profitable and consult with an attorney and other advisors prior to executing any agreement.

We require all prospects who have never been Denny's franchisees, as a condition of being approved, to consult with an independent financial advisor and to review with that person operating statements for the restaurants to be acquired or developed and all other terms of the transaction. This review should include current and pro forma P&Ls, as applicable. A prospective franchisee with financial expertise, or who has a person with such expertise on its staff, would be excused. Otherwise, the financial advisor would need to be a third party, and not affiliated with any other party to the transaction, including sellers, brokers, lenders or developers.

H. Except for the schedule set forth in this Item, and profit and loss statements which we may provide to you when selling a company Restaurant (see the section titled, "Company Restaurant P&Ls," below), we do not furnish, or authorize our salespersons to furnish, any oral or written information concerning the actual, average, projected, or forecasted sales, costs, income, or profits of a Denny's restaurant.

I. Other Expenses includes but is not limited to non-ingredient costs; janitorial costs; outside services, such as delivery costs; and general liability insurance.

Table 19-3

Presented below are the same store sales growth/contraction for all franchised Denny's restaurant that had been operating for at least 18 months, as of the end of each of the 2020 – 2022 fiscal years. The figures compare the same store sales of all franchised Denny's restaurant reported for the fiscal year against that reported by all franchised Denny's restaurants for the immediately preceding fiscal year. During the fiscal years surveyed, no franchised restaurant closed after being open less than 12 months. During the fiscal year ending December 28, 2022, 17 franchise restaurants were closed at least one month. During the fiscal year ending December 29, 2021, 37 franchise restaurants were closed at least one month. During the fiscal year ending December 30, 2020, 385 franchise restaurants were closed at least one month.

Franchised Restaurant Same Store Sales Fiscal Year 2020 - 2022			
Fiscal Year	2022	2021	2020
Total Franchise	6.1%	40.3%	-31.0%
Number/percentage of restaurants greater than average	606 / 46%	627 / 46%	546 / 54%
Median Same Store Sales	4.7%	38.2%	-29.7%
Highest Same Store Sales	84.4%	155.4%	19.4%
Lowest Same Store Sales	-39.3%	-29.8%	-81.7%

Company Restaurant P&Ls

If we sell to you a company restaurant, we will share with you information relating to the historical performance of the restaurant. Typically, this information consists of the profit and loss statement (the “P&L”) for the restaurant, which is prepared in the normal course of business by DI, the seller. The P&L is prepared in accordance with generally accepted accounting principles, but it is not audited. The P&L does not include royalty payments that you will be required to pay under your Franchise Agreement with us. P&L information will be shared with you only after we have come to some preliminary understandings regarding your purchase of the company restaurant, but before you make any binding commitment to purchase the company restaurant under the terms of a Purchase Agreement. The information will be subject to a confidentiality agreement. (See Exhibit G.)

In providing P&Ls, we neither represent nor warrant that the level of sales achieved by DI will be the same as the sales which you may achieve. Moreover, various expenses incurred by DI in the operation of the company restaurant will likely differ from the expenses you incur. For example, to the extent you borrow funds to acquire the company restaurant, the P&L figures will

not reflect debt service costs which you will be required to pay. As a consequence, the results of your operation of the former company restaurant will not be the same as the results of operation by DI. Therefore, we strongly encourage you to consult with your financial advisors in reviewing P&Ls for the company restaurant, in particular, in estimating the categories and amount of additional expenses which you will incur in establishing and operating the restaurant.

H2.0-DA (Development Agreement)

If you execute an H2.0-DA you must pay a development deposit of \$30,000, regardless of the number of restaurants to be developed. The deposit is due when you sign the H2.0-DA and is payable in good funds. The deposit is uniform to all franchisees and is not refundable, in whole or in part, under any circumstances. The \$30,000 deposit will be applied to the initial franchise fee of your first restaurant opened under you H2.0-DA. You will pay \$30,000 initial franchise fee for each restaurant opened under your H2.0-DA.

For each restaurant, if you open that restaurant at least sixty days before the due date under your H2.0-DA, you will receive a \$10,000 credit toward your franchise finance account.

For each restaurant opened according to its development schedule, you will pay the following Royalties and Brand Building Fund;

Fee	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 20
Royalty	1.5%	2%	2.5%	3.5%	4%	4.5%
Brand Building	1%	1.5%	2%	2%	2.5%	3%

Franchise Benefits 2022 AUV = \$1,822,359

Franchise Savings		Year 1	Year 2	Year 3	Year 4	Year 5	
AUV	Royalty	\$54,671	\$45,559	\$36,447	\$18,224	\$9,112	\$164,012
\$1,822,359	Advertis- ing	\$36,447	\$27,335	\$18,224	\$18,224	\$9,112	\$109,342
						Total Savings	\$273,354

These estimates are based on 2022 Average Unit Volume.

Franchise Benefits 2021 AUV \$1,687,514

Franchise Savings		Year 1	Year 2	Year 3	Year 4	Year 5	
AUV	Royalty	\$50,625	\$42,188	\$33,750	\$16,875	\$8,438	\$151,876
\$1,687,514	Advertis- ing	\$33,750	\$25,313	\$16,875	\$16,875	\$8,438	\$101,251
						Total Savings	\$253,127

Financial Benefits 2020 AUV = \$1,248,534

Franchise Savings		Year 1	Year 2	Year 3	Year 4	Year 5	
AUV	Royalty	\$37,456	\$31,214	\$24,971	12,485	\$6,243	\$112,369
\$1,248,543	Advertis- ing	\$24,971	\$18,728	\$12,485	\$12,485	\$6,243	\$74,913

Total Savings	\$187,281
----------------------	------------------

These estimates are based on 2020 Average Unit Volume.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation, DFO, LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Gail Sharps Myers, 203 East Main Street, Spartanburg, SC 29319, (864) 597- 8982, the Federal Trade Commission, and the appropriate state regulatory agencies

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Item 20

OUTLETS AND FRANCHISEE INFORMATION

Table 1
Systemwide Outlet Summary (US Only)

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2020	1491	1439	-52
	2021	1439	1422	-17
	2022	1422	1379	-43
Company-Owned	2020	68	65	-3
	2021	65	65	0
	2022	65	66	+1
Total Outlets ¹	2020	1559	1504	-55
	2021	1504	1487	-17
	2022	1487	1445	-42

All numbers are as of December 31 for each year.

Table 2

Transfer of Outlets from Franchisees to New Owners (other than Franchisor)

STATE	YEAR	NUMBER OF TRANSFERS
ARKANSAS	2020	0
	2021	1
	2022	0
CALIFORNIA	2020	0
	2021	1
	2022	7
CONNECTICUT	2020	0
	2021	0
	2022	1
FLORIDA	2020	3
	2021	1
	2022	6
ILLINOIS	2020	2
	2021	0
	2022	0
INDIANA	2020	14
	2021	0
	2022	0
KENTUCKY	2020	4
	2021	0
	2022	0
MARYLAND	2020	0
	2021	0
	2022	2
MASSACHUSETTS	2020	0

STATE	YEAR	NUMBER OF TRANSFERS
	2021	0
	2022	1
MICHIGAN	2020	4
	2021	0
	2022	0
MISSOURI	2020	0
	2021	0
	2022	2
NEW YORK	2020	9
	2021	0
	2022	0
RHODE ISLAND	2020	0
	2021	0
	2022	1
SOUTH CAROLINA	2020	0
	2021	1
	2022	2
TEXAS	2020	0
	2021	3
	2022	3
WEST VIRGINIA	2020	0
	2021	0
	2022	2
TOTALS ¹	2020	36
	2021	7
	2022	27

NOTE 1: All numbers are as of the end of Denny's fiscal year

Table 3
Status of Franchised Outlets

STATE	YEAR	OUTLETS AT START OF YEAR	OUTLETS OPENED	TERMINATIONS ²	NON-RENEWALS	REACQUIRED BY FRANCHISOR	CEASED OPERATIONS- OTHER REASONS	OUTLETS AT END OF YEAR
ALABAMA	2020	6						6
	2021	6						6
	2022	6	1					7
ALASKA	2020	2						2
	2021	2						2
	2022	2					1	1
ARIZONA	2020	84					3	81
	2021	81	2				2	81
	2022	81	3				1	83
ARKANSAS	2020	9	1					10
	2021	10						10

STATE	YEAR	OUTLETS AT START OF YEAR	OUTLETS OPENED	TERMINATIONS ²	NON-RENEWALS	REACQUIRED BY FRANCHISOR	CEASED OPERATIONS- OTHER REASONS	OUTLETS AT END OF YEAR
	2022	10						10
CALIFORNIA	2020	359					3	356
	2021	356	1				5	352
	2022	352	4				11	345
COLORADO	2020	19						19
	2021	19						19
	2022	19	1				2	18
CONNECTICUT	2020	10					1	9
	2021	9						9
	2022	9					4	5
DELAWARE	2020	1					1	0
	2021	0	1					1
	2022	1						1
DISTRICT OF COLUMBIA	2020	2						2
	2021	2						2
	2022	2						2
FLORIDA	2020	122					5	117
	2021	117						117
	2022	117	1				3	115
GEORGIA	2020	17					4	13
	2021	13						13
	2022	13					1	12
HAWAII	2020	4					1	3
	2021	3						3
	2022	3	1					4
IDAHO	2020	10						10
	2021	10						10
	2022	10						10
ILLINOIS	2020	57					3	54
	2021	54					4	50
	2022	50					2	48
INDIANA	2020	37	1					38
	2021	38					1	37
	2022	37					3	34
IOWA	2020	3						3
	2021	3						3
	2022	3						3
KANSAS	2020	8					4	4
	2021	4						4
	2022	4						4
KENTUCKY	2020	15					2	13
	2021	13						13

STATE	YEAR	OUTLETS AT START OF YEAR	OUTLETS OPENED	TERMINATIONS ²	NON-RENEWALS	REACQUIRED BY FRANCHISOR	CEASED OPERATIONS- OTHER REASONS	OUTLETS AT END OF YEAR
	2022	13					2	11
LOUISIANA	2020	5						5
	2021	5	1					6
	2022	6						6
MAINE	2020	6					2	4
	2021	4						4
	2022	4					1	3
MARYLAND	2020	25						25
	2021	25					1	24
	2022	24	2				2	24
MASSACHUSETTS	2020	4						4
	2021	4						4
	2022	4	1				1	4
MICHIGAN	2020	18					1	17
	2021	17						17
	2022	17					2	15
MINNESOTA	2020	18						18
	2021	18					1	17
	2022	17						17
MISSISSIPPI	2020	4						4
	2021	4						4
	2022	4						4
MISSOURI	2020	35					3	32
	2021	32					1	31
	2022	31					1	30
MONTANA	2020	4						4
	2021	4					1	3
	2022	3						3
NEBRASKA	2020	3						3
	2021	3						3
	2022	3						3
NEVADA	2020	32	3				3	32
	2021	32	2					34
	2022	34					2	32
NEW HAMPSHIRE	2020	0						0
	2021	0						0
	2022	0						0
NEW JERSEY	2020	8					1	7
	2021	7						7
	2022	7						7
NEW MEXICO	2020	29	1					30

STATE	YEAR	OUTLETS AT START OF YEAR	OUTLETS OPENED	TERMINATIONS ²	NON-RENEWALS	REACQUIRED BY FRANCHISOR	CEASED OPERATIONS- OTHER REASONS	OUTLETS AT END OF YEAR
	2021	30	1					31
	2022	31					2	29
NEW YORK	2020	54					9	45
	2021	45						45
	2022	45					4	41
NORTH CAROLINA	2020	28					1	27
	2021	27					4	23
	2022	23		1			1	21
NORTH DAKOTA	2020	4						4
	2021	4						4
	2022	4					1	3
OHIO	2020	40					4	36
	2021	36						36
	2022	36					2	34
OKLAHOMA	2020	14					1	13
	2021	13					3	10
	2022	10						10
OREGON	2020	23					1	22
	2021	22						22
	2022	22						22
PENNSYLVANIA	2020	37					2	35
	2021	35						35
	2022	35						35
RHODE ISLAND	2020	5					1	4
	2021	4						4
	2022	4					1	3
SOUTH CAROLINA	2020	11					2	9
	2021	9						9
	2022	9		1				8
SOUTH DAKOTA	2020	3						3
	2021	3						3
	2022	3					2	1
TENNESSEE	2020	7						7
	2021	7					1	6
	2022	6					1	5
TEXAS	2020	183	3					186
	2021	186	4				1	189
	2022	189	4			1	1	191

STATE	YEAR	OUTLETS AT START OF YEAR	OUTLETS OPENED	TERMINATIONS ²	NON-RENEWALS	REACQUIRED BY FRANCHISOR	CEASED OPERATIONS- OTHER REASONS	OUTLETS AT END OF YEAR
UTAH	2020	29						29
	2021	29					1	28
	2022	28					3	25
VERMONT	2020	0						0
	2021	0						0
	2022	0						0
VIRGINIA	2020	25	1				4	22
	2021	22					1	21
	2022	21		1			1	19
WASHINGTON	2020	41	1				1	41
	2021	41					1	40
	2022	40	2				1	41
WEST VIRGINIA	2020	4						4
	2021	4						4
	2022	4						4
WISCONSIN	2020	23						23
	2021	23					1	22
	2022	22						22
WYOMING	2020	4						4
	2021	4						4
	2022	4						4
TOTALS ¹	2020	1491	12	0	0	0	34	1439
	2021	1439	12	0	0	0	29	1422
	2022	1422	20	3	0	1	59	1379

NOTE 1: All numbers are as of December 31 for each year.

NOTE 2: Mutually agreed upon restaurant closures and Franchise Agreement terminations are included in this figure.

NOTE 3: The numbers in the "Total" column may exceed the number of restaurants affected because events may have affected the same restaurant. For example, the same restaurant may have had multiple owners. In that event, the event that occurred last in time has been reported.

Table 4
Status of Company-Owned Outlets

State	Year	Outlets at Start of Year	Outlets Opened	Outlets Acquired From Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of the Year
Arizona	2020	1					1
	2021	1					1
	2022	1					1
California	2020	25			3		22
	2021	22					22
	2022	22					22
Florida	2020	9					9
	2021	9					9
	2022	9					9
Hawaii	2020	2					2
	2021	2					2
	2022	2					2
Massachusetts	2020	2					2
	2021	2					2
	2022	2					2
Nevada	2020	7					7
	2021	7					7
	2022	7					7
New Hampshire	2020	2					2
	2021	2					2
	2022	2					2
South Carolina	2020	3					3
	2021	3					3
	2022	3					3
Texas	2020	13					13
	2021	13					13
	2022	13		1			14
Vermont	2020	2					2
	2021	2					2
	2022	2					2
Virginia	2020	2					2
	2021	2					2
	2022	2					2
Total	2020	68			3		65
	2021	65					65
	2022	63		1			66

Table 5
Projected Opening

Projected Openings as of December 31, 2023

STATE	FRANCHISE AGREEMENTS SIGNED BUT OUTLETS NOT OPENED ¹	PROJECTED NEW FRANCHISED OUTLET IN THE NEXT FISCAL YEAR	PROJECTED NEW COMPANY-OWNED OUTLET IN THE NEXT FISCAL YEAR
ARIZONA	3	4	
CALIFORNIA	5	11	
COLORADO		2	
FLORIDA	1	2	
IDAHO		1	
LOUISIANA		1	
MICHIGAN	1	1	
NEVADA	1	1	
NEW MEXICO	1	1	
OHIO		1	
OREGON		1	
TEXAS		2	
TOTALS	12	28	

NOTE 1 Total for "Franchise Agreement Signed But Outlets Not Opened" does not include Franchise Agreements signed prior to January 2022 and restaurants not open by December 31, 2022. As of December 31, 2022, there were 12 Franchise Agreements which were signed before January, 2022 for which a Denny's restaurant had not been established and opened for business.

The names of all Denny's franchisees and the addresses and phone numbers of their restaurants are listed in Exhibit N.

The names, last known home addresses and telephone numbers of every franchisee who had a franchise terminated, canceled, or not renewed by us in 2022, or who otherwise voluntarily or involuntarily ceased to do business under their franchise agreement in 2022, or who have not communicated with us within 10 weeks of the date of this offering circular are listed in Exhibit O. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

In some instances, current and former franchisees sign provisions restricting their ability to speak openly about their experience with DFO, LLC. You may wish to speak with current and former franchisees, but be aware that not all such franchisees will be able to communicate with you.

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Item 21

FINANCIAL STATEMENTS

Attached to this disclosure document as Exhibit P are the following:

1. DFO, LLC and its subsidiary Consolidated Financial Statements as of December 28, 2022, and December 29, 2021 and for each of the years in the three-year period ended December 28, 2022.
2. Notes to the Consolidated Financial Statements.

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Item 22

CONTRACTS

Attached as Exhibits to this disclosure document are the following contracts:

Franchise Agreement	-	Exhibit C
Successor Franchise Agreement	-	Exhibit D
SCOC Franchisee Participation Agreement	-	Exhibit E
Purchase Agreement	-	Exhibit F
Promissory Note	-	Exhibit F-1
Confidentiality Agreement	-	Exhibit G
(Sub)Lease	-	Exhibit H
H2.0 Development Agreement	-	Exhibit I
FLIP Development Agreement	-	Exhibit I-2
Payment Card Agreement	-	Exhibit J
Standard Enterprise Technology Platform Agreement-	-	Exhibit K
Denny's On Demand	-	Exhibit K-1
Personal Guaranty	-	Exhibit L

EXHIBIT A

STATE ADMINISTRATORS/AGENTS FOR SERVICE OF
PROCESS

AGENTS FOR SERVICE OF PROCESS

California

Commissioner of Corporations
320 W 4th Street, Suite 750
Los Angeles, California 90013-2344

Hawaii

Commissioner of Securities of the
Department of Commerce and Consumer Affairs
335 Merchant Street, Room 203
Honolulu, HI 96813

Illinois

Illinois Attorney General
500 South Second Street
Springfield, Illinois 62706

Indiana

Indiana Secretary of State
302 West Washington, Room E-111
Indianapolis, Indiana 46204

Maryland

Maryland Securities Commissioner
Office of the Attorney General
200 St. Paul Place
20th Floor
Baltimore, Maryland 21202-2020

South Dakota

Director of Division of Insurance
Securities Regulation
c/o 124 S Euclid, Suite 104
Pierre, South Dakota 57501

Washington

Director of Financial Institutions
Securities Division
210-11th Street SW
3rd Floor West
Olympia Washington 98504

Michigan

Michigan Department of Commerce,
Corporations and Securities Bureau
670 Law Building
Lansing, Michigan 48913

Minnesota

Minnesota Department of Commerce
85 7th Place East, Suite 280
Saint Paul, MN 55101

New York

Secretary of State of
the State of New York
162 Washington Avenue
Albany, New York 12231

North Dakota

Securities Commissioner
State of North Dakota
600 East Boulevard, Fifth Floor
Bismark, North Dakota 58505

Rhode Island

Director of Department of Business Regulation
1511 Pontiac Avenue
John O. Pastore Complex – Building 69-1
Cranston, Rhode Island 02920

Virginia

Clerk
State Corporation Commission
1300 East Main Street, 1st Floor
Richmond, Virginia 23219

Wisconsin

Commissioner of Securities
P.O. Box 1768
101 East Wilson St., 4th Fl.
Madison, Wisconsin 53702

LIST OF STATE ADMINISTRATORS

<p><u>California</u></p> <p>Department of Corporations 320 W 4th Street, Suite 750 Los Angeles, California 90013-2344</p>	<p><u>Maryland</u></p> <p>Maryland Securities Commissioner Office of the Attorney General 200 St. Paul Place 20th Floor Baltimore, Maryland 21202-2020</p>
<p><u>Hawaii</u></p> <p>Commissioner of Securities of the Department of Commerce and Consumer Affairs 335 Merchant Street, Room 203 Honolulu, HI 96813</p>	<p><u>Michigan</u></p> <p>Department of the Attorney General's Office Consumer Protection Division Attn: Franchise 670 Law Building Lansing, Michigan 48913</p>
<p><u>Illinois</u></p> <p>Chief, Franchise Division Attorney General's Office 500 South Second Street Springfield, Illinois 62706</p>	<p><u>Minnesota</u></p> <p>Minnesota Department of Commerce 85 7th Place East, Suite 280 Saint Paul, MN 55101 (651) 539-1500</p>
<p><u>Indiana</u></p> <p>Secretary of State Franchise Section Securities Division 302 West Washington, Room E-111 Indianapolis, Indiana 46204</p>	<p><u>Nebraska</u></p> <p>Nebraska Department of Banking and Finance 1200 N. Street, Suite 311 PO Box 95006 Lincoln, Nebraska 68509-5006</p>
<p><u>New York</u></p> <p>Special Deputy Attorney General New York Department of Law Bureau of Investor Protection and Securities 120 Broadway, 23rd Floor New York, New York 10271</p>	<p><u>South Dakota</u></p> <p>Division of Insurance Securities Regulation 124 S Euclid, Suite 104 Pierre, South Dakota 57501-3185 (605) 773-3563</p>
<p><u>North Dakota</u></p> <p>Franchise Examiner Securities Commissioner State of North Dakota 600 East Boulevard, Fifth Floor Bismarck, North Dakota 58505</p>	<p><u>Texas</u></p> <p>Statutory Document Section Secretary of State PO Box 12887 Austin, Texas 78711</p>

<p><u>Oregon</u></p> <p>Director Department of Consumer and Business Services Division of Finance and Corporate Securities Labor and Industries Building Salem, Oregon 97310</p>	<p><u>Virginia</u></p> <p>State Corporation Commission Division of Securities and Retail Franchising 1300 East Main Street, 9th Floor Richmond, Virginia 23219</p>
<p><u>Rhode Island</u></p> <p>Chief Securities Examiner Director of Business Regulation 1511 Pontiac Avenue John O. Pastore Complex – Building 69-1 Cranston, Rhode Island 02920</p>	<p><u>Washington</u></p> <p>Department of Financial Institutions Securities Division Washington Department of Licensing PO Box 9033 Olympia, Washington 98507-9033</p>
	<p><u>Wisconsin</u></p> <p>Franchise Administrator Securities and Franchise Registration Wisconsin Securities Commission PO Box 1768 101 East Wilson St., 4th Fl. Madison, Wisconsin 53701</p>

EXHIBIT B

STATE-SPECIFIC RIDERS TO AGREEMENTS

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF CALIFORNIA**

The DFO, LLC, Development Agreement between _____ (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

CALIFORNIA LAW MODIFICATIONS

1. The California Department of Corporations requires that certain provisions contained in franchise documents be amended to be consistent with California law, including the California Franchise Investment Law, CAL. BUS. & PROF. CODE Section 31000 et seq., and the California Franchise Relations Act, CAL. BUS. & PROF. CODE Section 20000 et seq. To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. California Business and Professions Code Sections 20000 through 20043 provide rights to Developer concerning nonrenewal and termination of the Agreement. The Federal Bankruptcy Code also provides rights to Developer concerning termination of the Agreement upon certain bankruptcy-related events. To the extent the Agreement contains a provision that is inconsistent with these laws, these laws will control.
 - b. If the Developer is required in the Agreement to execute a release of claims, such release shall exclude claims arising under the California Franchise Investment Law and the California Franchise Relations Act.
 - c. If the Agreement requires payment of liquidated damages that is inconsistent with California Civil Code Section 1671, the liquidated damage clause may be unenforceable.
 - d. If the Agreement contains a covenant not to compete which extends beyond the expiration or termination of the Agreement, the covenant may be unenforceable under California law.
 - e. If the Agreement requires litigation, arbitration, or mediation to be conducted in a forum other than the State of California, the requirement may be unenforceable under California law.
 - f. If the Agreement requires that it be governed by a state's law, other than the State of California, such requirement may be unenforceable.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the California law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the Development Agreement on the day and year first above written in the Development Agreement.

DFO, LLC, a Delaware limited liability company
By: Denny's, Inc.
It's: Sole Member

By: _____
Name: _____
Title: _____

DEVELOPER:

By: _____
Name: _____
Its: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF CALIFORNIA**

The DFO, LLC, Franchise Agreement between and (Franchisee or You) and DFO, LLC (Company) dated (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

CALIFORNIA LAW MODIFICATIONS

1. The California Department of Corporations requires that certain provisions contained in franchise documents be amended to be consistent with California law, including the California Franchise Investment Law, CAL. BUS. & PROF. CODE Section 31000 et seq., and the California Franchise Relations Act, CAL. BUS. & PROF. CODE Section 20000 et seq. To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. California Business and Professions Code Sections 20000 through 20043 provide rights to You concerning nonrenewal and termination of the Agreement. The Federal Bankruptcy Code also provides rights to You concerning termination of the Agreement upon certain bankruptcy-related events. To the extent the Agreement contains a provision that is inconsistent with these laws, these laws will control.
 - b. If the Franchisee is required in the Agreement to execute a release of claims, such release shall exclude claims arising under the California Franchise Investment Law and the California Franchise Relations Act.
 - c. If the Agreement requires payment of liquidated damages that is inconsistent with California Civil Code Section 1671, the liquidated damage clause may be unenforceable.
 - d. If the Agreement contains a covenant not to compete which extends beyond the expiration or termination of the Agreement, the covenant may be unenforceable under California law.
 - e. If the Agreement requires litigation, arbitration, or mediation to be conducted in a forum other than the State of California, the requirement may be unenforceable under California law.
 - f. If the Agreement requires that it be governed by a state's law, other than the State of California, such requirement may be unenforceable.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the California law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF HAWAII**

The DFO, LLC, DEVELOPMENT Agreement between (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

HAWAII LAW MODIFICATIONS

1. The Director of the Hawaii Department of Commerce and Consumer Affairs requires that certain provisions contained in franchise documents be amended to be consistent with Hawaii law, including the Hawaii Franchise Investment Law, Hawaii Revised Statutes, Title 26, Chapter 482E-1 Through 482E-12 (1988). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Hawaii Franchise Investment Law provides rights to Developer concerning nonrenewal, termination and transfer of the Agreement. If the Agreement contains a provision that is inconsistent with the Law, the Law will control. Among those rights, the law may require that upon termination or nonrenewal Denny's purchase for fair market value Developer's inventory, supplies, equipment and furnishings purchased from Denny's or a supplier designated by Denny's; provided that personalized materials which have no value to Denny's need not be compensated for. If the non-renewal or termination is for the purpose of converting the Developer's business to one owned and operated by Denny's, Denny's may, additionally, be obligated to compensate the Developer for loss of goodwill. Denny's may deduct all amounts due from Developer and any costs related to the transportation or disposition of items purchased against any payment for those items. If the parties cannot agree on fair market value, fair market value shall be determined in the manner set forth in the Agreement. If the Agreement does not provide for determination of the fair market value of assets for purchase by Denny's, such amount will be determined by an independent appraiser approved by both parties, and the costs of the appraisal shall be shared equally by the parties.
 - b. If the Developer is required in the Agreement to execute a release of claims, such release shall exclude claims arising under the Hawaii Franchise Investment Law.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Hawaii Franchise Investment Law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF HAWAII**

The DFO, LLC, Franchise Agreement between (Franchisee or You) and DFO, LLC (Company) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

HAWAII LAW MODIFICATIONS

1. The Director of the Hawaii Department of Commerce and Consumer Affairs requires that certain provisions contained in franchise documents be amended to be consistent with Hawaii law, including the Hawaii Franchise Investment Law, Hawaii Revised Statutes, Title 26, Chapter 482E-1 Through 482E-12 (1988). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Hawaii Franchise Investment Law provides rights to You concerning nonrenewal, termination and transfer of the Agreement. If the Agreement contains a provision that is inconsistent with the Law, the Law will control. Among those rights, the law may require that upon termination or nonrenewal Company purchase for fair market value Franchisee's inventory, supplies, equipment and furnishings purchased from the Company or a supplier designated by the Company; provided that personalized materials which have no value to the Company need not be compensated for. If the non-renewal or termination is for the purpose of converting the Franchisee's business to one owned and operated by the Company, the Company may, additionally, be obligated to compensate the Franchisee for loss of goodwill. The Company may deduct all amounts due from Franchisee and any costs related to the transportation or disposition of items purchased against any payment for those items. If the parties cannot agree on fair market value, fair market value shall be determined in the manner set forth in the Agreement. If the Agreement does not provide for determination of the fair market value of assets for purchase by the Company, such amount will be determined by an independent appraiser approved by both parties, and the costs of the appraisal shall be shared equally by the parties.
 - b. If the Franchisee is required in the Agreement to execute a release of claims, such release shall exclude claims arising under the Hawaii Franchise Investment Law.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Hawaii Franchise Investment Law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on _____ } .

THE COMPANY: _____ FRANCHISEE: _____

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF ILLINOIS**

The DFO, LLC, DEVELOPMENT Agreement between _____ (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

ILLINOIS LAW MODIFICATIONS

1. The Illinois Attorney General's Office requires that certain provisions contained in franchise documents be amended to be consistent with Illinois law, including the Franchise Disclosure Act of 1987, Ill. Rev. Stat. ch. 815 para. 705/1 - 705/44 (1994). To the extent that this Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. Illinois Franchise Disclosure Act paragraphs 705/19 and 705/20 provide rights to Developer concerning nonrenewal and termination of this Agreement. If this Agreement contains a provision that is inconsistent with the Act, the Act will control.
 - b. Any release of claims or acknowledgments of fact contained in the Agreement that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act shall be void and are hereby deleted with respect to claims under the Act.
 - c. If this Agreement requires litigation to be conducted in a forum other than the State of Illinois, the requirement is void with respect to claims under the Illinois Franchise Disclosure Act.
 - d. If this Agreement requires that it be governed by a state's law, other than the State of Illinois, the Act will control.

2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Illinois Franchise Disclosure Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.

By: _____

Its: Sole Member

Name: _____

Title: _____

By: _____

Name: _____

Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF ILLINOIS**

The DFO, LLC, Franchise Agreement between _____ (Franchisee or You) and DFO, LLC (Company) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

ILLINOIS LAW MODIFICATIONS

1. The Illinois Attorney General's Office requires that certain provisions contained in franchise documents be amended to be consistent with Illinois law, including the Franchise Disclosure Act of 1987, Ill. Rev. Stat. ch. 815 para. 705/1 - 705/44 (1994). To the extent that this Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. Illinois Franchise Disclosure Act paragraphs 705/19 and 705/20 provide rights to You concerning nonrenewal and termination of this Agreement. If this Agreement contains a provision that is inconsistent with the Act, the Act will control.
 - b. Any release of claims or acknowledgments of fact contained in the Article 23 that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act shall be void and are hereby deleted with respect to claims under the Act.
 - c. If this Agreement requires litigation to be conducted in a forum other than the State of Illinois, the requirement is void with respect to claims under the Illinois Franchise Disclosure Act.
 - d. If this Agreement requires that it be governed by a state's law, other than the State of Illinois, the Act will control.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Illinois Franchise Disclosure Act, with respect to each such provision, are met independent of this Amendment.

This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF INDIANA**

The DFO, LLC, DEVELOPMENT Agreement between _____ (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

INDIANA LAW MODIFICATIONS

1. The Indiana Securities Commissioner requires that certain provisions contained in franchise documents be amended to be consistent with Indiana law, including the Indiana Franchises Act, Ind. Code Ann. §§ 1 - 51 (1994) and the Indiana Deceptive Franchise Practices Act, Ind. Code Ann. § 23-2-2.7 (1985). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Indiana Deceptive Franchise Practices Act provides rights to Developer concerning non-renewal and termination of the Agreement. To the extent the Agreement contains a provision that is inconsistent with the Act, the Act will control.
 - b. If the Developer is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act, such release shall exclude claims arising under the Indiana Deceptive Franchise Practices Act and the Indiana Franchises Act, and such acknowledgments shall be void with respect to claims under the Acts.
 - c. If the Agreement contains covenants not to compete upon expiration or termination of the Agreement that are inconsistent with the Indiana Deceptive Franchise Practices Act, the requirements of the Act will control.
 - d. The Indiana Deceptive Franchise Practices Act provides that substantial modification of the Agreement by Denny's requires written consent of the Developer. If the Agreement contains provisions that are inconsistent with this requirement, the Act will control.
 - e. If the Agreement requires litigation to be conducted in a forum other than the State of Indiana, the requirement may be unenforceable as a limitation on litigation under the Indiana Deceptive Franchise Practices Act § 23-2-2.7(10).
 - f. If the Agreement requires that it be governed by a state's law, other than the State of Indiana, to the extent that such law conflicts with the Indiana Deceptive Franchise Practices Act and the Indiana Franchises Act, the Acts will control.

2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Indiana Deceptive Franchise Practices Act and the Indiana Franchises Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF INDIANA**

The DFO, LLC, Franchise Agreement between _____ (Franchisee or you) and DFO, LLC (Company) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

INDIANA LAW MODIFICATIONS

1. The Indiana Securities Commissioner requires that certain provisions contained in franchise documents be amended to be consistent with Indiana law, including the Indiana Franchises Act, Ind. Code Ann. §§ 1 - 51 (1994) and the Indiana Deceptive Franchise Practices Act, Ind. Code Ann. § 23-2-2.7 (1985). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Indiana Deceptive Franchise Practices Act provides rights to You concerning nonrenewal and termination of the Agreement. To the extent the Agreement contains a provision that is inconsistent with the Act, the Act will control.
 - b. If the Franchisee is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act, such release shall exclude claims arising under the Indiana Deceptive Franchise Practices Act and the Indiana Franchises Act, and such acknowledgments shall be void with respect to claims under the Acts.
 - c. If the Agreement contains covenants not to compete upon expiration or termination of the Agreement that are inconsistent with the Indiana Deceptive Franchise Practices Act, the requirements of the Act will control.
 - d. The Indiana Deceptive Franchise Practices Act provides that substantial modification of the Agreement by Denny's requires written consent of the Developer. If the Agreement contains provisions that are inconsistent with this requirement, the Act will control.
 - e. If the Agreement requires litigation to be conducted in a forum other than the State of Indiana, the requirement may be unenforceable as a limitation on litigation under the Indiana Deceptive Franchise Practices Act § 23-2-2.7(10).
 - f. If the Agreement requires that it be governed by a state's law, other than the State of Indiana, to the extent that such law conflicts with the Indiana Deceptive Franchise Practices Act and the Indiana Franchises Act, the Acts will control.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Indiana Deceptive Franchise Practices Act and the Indiana Franchises Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF MARYLAND**

The DFO, LLC, DEVELOPMENT Agreement between (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

MARYLAND LAW MODIFICATIONS

1. The Maryland Securities Division requires that certain provisions contained in franchise documents be amended to be consistent with Maryland law, including the Maryland Franchise Registration and Disclosure Law, Md. Code Ann., Bus. Reg. §§ 14-201 - 14-233 (1994). To the extent that this Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If the Developer is required in this Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act, such release shall exclude claims arising under the Maryland Franchise Registration and Disclosure Law, and such acknowledgments shall be void with respect to claims under the Law.
 - b. If this Agreement requires litigation to be conducted in a forum other than the State of Maryland, the requirement shall not be interpreted to limit any rights Developer may have under Sec. 14-216 (c)(25) of the Maryland Franchise Registration and Disclosure Law to bring suit in the state of Maryland.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Maryland Franchise Registration and Disclosure Law, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF MARYLAND**

The DFO, LLC, Franchise Agreement between (Franchisee or You) and DFO, LLC (Company) dated (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

MARYLAND LAW MODIFICATIONS

1. The Maryland Securities Division requires that certain provisions contained in franchise documents be amended to be consistent with Maryland law, including the Maryland Franchise Registration and Disclosure Law, Md. Code Ann., Bus. Reg. §§ 14-201 - 14-233 (1994). To the extent that this Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If the Franchisee is required in this Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act, such release shall exclude claims arising under the Maryland Franchise Registration and Disclosure Law, and such acknowledgments shall be void with respect to claims under the Law.
 - b. If this Agreement requires litigation to be conducted in a forum other than the State of Maryland, the requirement shall not be interpreted to limit any rights Licensee may have under Sec. 14-216 (c)(25) of the Maryland Franchise Registration and Disclosure Law to bring suit in the state of Maryland.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Maryland Franchise Registration and Disclosure Law, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT AND DISCLOSURE DOCUMENT
FOR THE STATE OF MINNESOTA**

The DFO, LLC, DEVELOPMENT Agreement between (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

MINNESOTA LAW MODIFICATIONS

1. The Commissioner of Commerce for the State of Minnesota requires that certain provisions contained in franchise documents be amended to be consistent with Minnesota Franchise Act, Minn. Stat. Section 80.01 et seq., and of the Rules and Regulations promulgated under the Act (collectively the "Franchise Act"). To the extent that the Agreement and Offering Circular contain provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Minnesota Department of Commerce requires that Denny's indemnify Minnesota developers against liability to third parties resulting from claims by third parties that the Developer's use of the Proprietary Marks infringes trademark rights of the third party. Denny's does not indemnify against the consequences of Developer's use of the Proprietary Marks except in accordance with the requirements of the Agreement, and, as a condition to indemnification, Developer must provide notice to Denny's of any such claim within ten (10) days after the earlier of (i) actual notice of the claim or (ii) receipt of written notice of the claim, and must therein tender the defense of the claim to Denny's. If Denny's accepts the tender of defense, Denny's has the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim. If the Agreement contains a provision that is inconsistent with the Franchise Act, the provisions of the Agreement shall be superseded by the Act's requirements and shall have no force or effect.
 - b. Franchise Act, Sec. 80C.14, Subd. 4., requires, except in certain specified cases, that a developer be given written notice of a franchisor's intention not to renew 180 days prior to expiration of the franchise and that the developer be given sufficient opportunity to operate the franchise in order to enable the developer the opportunity to recover the fair market value of the franchise as a going concern. If the Agreement contains a provision that is inconsistent with the Franchise Act, the provisions of the Agreement shall be superseded by the Act's requirements and shall have no force or effect.
 - c. Franchise Act, Sec. 80C.14, Subd. 3., requires, except in certain specified cases that a developer be given 90 days notice of termination (with 60 days to cure). If the Agreement contains a provision that is inconsistent with the Franchise Act, the provisions of the Agreement shall be superseded by the Act's requirements and shall have no force or effect.
 - d. Franchise Act, Sec 80C.17 Subd. 5., requires that no action may be commenced pursuant to Section 80C.17 more than three years after the cause of action accrues.
 - e. If the Agreement requires Developer to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Franchise Act, such release shall exclude claims arising under the Franchise Act, and such acknowledgments shall be void with respect to claims under the Act.
 - f. If the Agreement requires that it be governed by a state's law, other than the State of Minnesota, those provisions shall not in any way abrogate or reduce any rights of the De-

veloper as provided for in the Franchise Act, including the right to submit matters to the jurisdiction of the courts of Minnesota.

- g. If the Agreement requires Developer to sue Denny's outside the State of Minnesota, those provisions shall not in any way abrogate or reduce any rights of the Developer as provided for in the Franchise Act, including the right to submit matters to the jurisdiction of the courts of Minnesota. As such, the disclosure in risk factor 1 on the cover page of the Offering Circular that the Agreement requires Developer to sue outside the State of Minnesota is not applicable because of the Franchise Act.

- 2. Each provision of this Agreement shall be effective only to the extent that the jurisdictional requirements of the Minnesota law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT AND DISCLOSURE DOCUMENT
FOR THE STATE OF MINNESOTA**

The DFO, LLC, Franchise Agreement between _____ (Franchisee or You) and DFO, LLC (Company) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

MINNESOTA LAW MODIFICATIONS

1. The Commissioner of Commerce for the State of Minnesota requires that certain provisions contained in franchise documents be amended to be consistent with Minnesota Franchise Act, Minn. Stat. Section 80.01 et seq., and of the Rules and Regulations promulgated under the Act (collectively the "Franchise Act"). To the extent that the Agreement and Offering Circular contain provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Minnesota Department of Commerce requires that the Company indemnify Minnesota franchisees against liability to third parties resulting from claims by third parties that the Franchisee's use of the Proprietary Marks infringes trademark rights of the third party. The Company does not indemnify against the consequences of Franchisee's use of the Proprietary Marks except in accordance with the requirements of the Agreement, and, as a condition to indemnification, Franchisee must provide notice to the Company of any such claim within ten (10) days after the earlier of (i) actual notice of the claim or (ii) receipt of written notice of the claim, and must therein tender the defense of the claim to the Company. If the Company accepts the tender of defense, the Company has the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim. If the Agreement contains a provision that is inconsistent with the Franchise Act, the provisions of the Agreement shall be superseded by the Act's requirements and shall have no force or effect.
 - b. Franchise Act, Sec. 80C.14, Subd. 4., requires, except in certain specified cases, that a franchisee be given written notice of a franchisor's intention not to renew 180 days prior to expiration of the franchise and that the franchisee be given sufficient opportunity to operate the franchise in order to enable the franchisee the opportunity to recover the fair market value of the franchise as a going concern. If the Agreement contains a provision that is inconsistent with the Franchise Act, the provisions of the Agreement shall be superseded by the Act's requirements and shall have no force or effect.
 - c. Franchise Act, Sec. 80C.14, Subd. 3., requires, except in certain specified cases that a franchisee be given 90 days notice of termination (with 60 days to cure). If the Agreement contains a provision that is inconsistent with the Franchise Act, the provisions of the Agreement shall be superseded by the Act's requirements and shall have no force or effect.
 - d. If the Franchisee is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Franchise Act, such release shall exclude claims arising under the Franchise Act, and such acknowledgments shall be void with respect to claims under the Act.
 - e. If the Agreement requires that it be governed by a state's law, other than the State of Minnesota or arbitration or mediation, those provisions shall not in any way abrogate or reduce any rights of the Franchisee as provided for in the Franchise Act, including the right to submit matters to the jurisdiction of the courts of Minnesota.

- f. Franchise Act, Sec 80C.17 Subd. 5., requires that no action may be commenced pursuant to Section 80C.17 more than three years after the cause of action accrues.
2. Each provision of this Agreement shall be effective only to the extent that the jurisdictional requirements of the Minnesota law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

SIGNATURES ON NEXT PAGE

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on .

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF NORTH DAKOTA**

The DFO, LLC, DEVELOPMENT Agreement between _____ (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

NORTH DAKOTA LAW MODIFICATIONS

1. The North Dakota Securities Commissioner requires that certain provisions contained in franchise documents be amended to be consistent with North Dakota law, including the North Dakota Franchise Investment Law, North Dakota Century Code Annotated Chapter 51-19, Sections 51-19-01 through 51-19-17 (1993). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If the Developer is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Law, or a rule or order under the Law, such release shall exclude claims arising under the North Dakota Franchise Investment Law, and such acknowledgments shall be void with respect to claims under the Law.
 - b. Covenants not to compete during the term of and upon termination or expiration of the Agreement are enforceable only under certain conditions according to North Dakota Law. If the Agreement contains a covenant not to compete which is inconsistent with North Dakota Law, the covenant may be unenforceable.
 - c. If the Agreement requires litigation to be conducted in a forum other than the State of North Dakota, the requirement is void with respect to claims under the North Dakota Franchise Investment Law.
 - d. If the Agreement requires that it be governed by a state's law, other than the State of North Dakota, to the extent that such law conflicts with the North Dakota Franchise Investment Law, the North Dakota Franchise Investment Law will control.
 - e. If the Agreement requires mediation or arbitration to be conducted in a forum other than the State of North Dakota, the requirement may be unenforceable under the North Dakota Franchise Investment Law. Arbitration involving a franchise purchased in the State of North Dakota must be held either in a location mutually agreed upon prior to the arbitration or if the parties cannot agree on a location, the location will be determined by the arbitrator.
 - f. If the Agreement requires payment of a termination penalty, the requirement may be unenforceable under the North Dakota Franchise Investment Law.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the North Dakota Franchise Investment Law, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company
By: Denny's, Inc.
Its: Sole Member
By: _____
Name: _____
Title: _____

DEVELOPER:
By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF NORTH DAKOTA**

The DFO, LLC, Franchise Agreement between _____ (Franchisee or You) and DFO, LLC (the "Company") dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (the "Amendment"):

NORTH DAKOTA LAW MODIFICATIONS

1. The North Dakota Securities Commissioner requires that certain provisions contained in franchise documents be amended to be consistent with North Dakota law, including the North Dakota Franchise Investment Law, North Dakota Century Code Annotated Chapter 51-19, Sections 51-19-01 through 51-19-17 (1993). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If the Franchisee is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Law, or a rule or order under the Law, such release shall exclude claims arising under the North Dakota Franchise Investment Law, and such acknowledgments shall be void with respect to claims under the Law.
 - b. Covenants not to compete during the term of and upon termination or expiration of the Agreement are enforceable only under certain conditions according to North Dakota Law. If the Agreement contains a covenant not to compete which is inconsistent with North Dakota Law, the covenant may be unenforceable.
 - c. If the Agreement requires litigation to be conducted in a forum other than the State of North Dakota, the requirement is void with respect to claims under the North Dakota Franchise Investment Law.
 - d. If the Agreement requires that it be governed by a state's law, other than the State of North Dakota, to the extent that such law conflicts with the North Dakota Franchise Investment Law, the North Dakota Franchise Investment Law will control.
 - e. If the Agreement requires mediation or arbitration to be conducted in a forum other than the State of North Dakota, the requirement may be unenforceable under the North Dakota Franchise Investment Law. Arbitration involving a franchise purchased in the State of North Dakota must be held either in a location mutually agreed upon prior to the arbitration or if the parties cannot agree on a location, the location will be determined by the arbitrator.
 - f. If the Agreement requires payment of a termination penalty, the requirement may be unenforceable under the North Dakota Franchise Investment Law.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the North Dakota Franchise Investment Law, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF NEW YORK**

The DFO, LLC, DEVELOPMENT Agreement between _____ (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

NEW YORK LAW MODIFICATIONS

1. The New York Department of Law requires that certain provisions contained in franchise documents be amended to be consistent with New York law, including the General Business Law, Article 33, Sections 680 through 695 (1989). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If the Developer is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the General Business Law, regulation, rule or order under the Law, such release shall exclude claims arising under the New York General Business Law, Article 33, Section 680 through 695 and the regulations promulgated thereunder, and such acknowledgments shall be void. It is the intent of this provision that non-waiver provisions of Sections 687.4 and 687.5 of the General Business Law be satisfied.
 - b. If the Agreement requires that it be governed by a state's law, other than the State of New York, the choice of law provision shall not be considered to waive any rights conferred upon the Developer under the New York General Business Law, Article 33, Sections 680 through 695.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the New York General Business Law, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF NEW YORK**

The DFO, LLC, Franchise Agreement between (Franchisee or You) and DFO, LLC (the "Company") dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

NEW YORK LAW MODIFICATIONS

1. The New York Department of Law requires that certain provisions contained in franchise documents be amended to be consistent with New York law, including the General Business Law, Article 33, Sections 680 through 695 (1989). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If the Franchisee is required in the Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the General Business Law, regulation, rule or order under the Law, such release shall exclude claims arising under the New York General Business Law, Article 33, Section 680 through 695 and the regulations promulgated thereunder, and such acknowledgments shall be void. It is the intent of this provision that non-waiver provisions of Sections 687.4 and 687.5 of the General Business Law be satisfied.
 - b. If the Agreement requires that it be governed by a state's law, other than the State of New York, the choice of law provision shall not be considered to waive any rights conferred upon the Licensee under the New York General Business Law, Article 33, Sections 680 through 695.

2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the New York General Business Law, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
	Its:
By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF RHODE ISLAND**

The DFO, LLC, DEVELOPMENT Agreement between _____ (Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

RHODE ISLAND LAW MODIFICATIONS

1. The Rhode Island Securities Division requires that certain provisions contained in franchise documents be amended to be consistent with Rhode Island law, including the Franchise Investment Act, R.I. Gen. Law. ch. 395 Sec. 19-28.1-1 -19-28.1-34. To the extent that this Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If this Agreement requires litigation to be conducted in a forum other than the State of Rhode Island, the requirement is void under Rhode Island Franchise Investment Act Sec. 19-28.1-14.
 - b. If this Agreement requires that it be governed by a state's law, other than the State of Rhode Island, to the extent that such law conflicts with Rhode Island Franchise Investment Act it is void under Sec. 19-28.1-14.
 - c. If the Developer is required in this Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act, such release shall exclude claims arising under the Rhode Island Franchise Investment Act, and such acknowledgments shall be void with respect to claims under the Act.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Rhode Island Franchise Investment Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF RHODE ISLAND**

The DFO, LLC, Franchise Agreement between (Franchisee or You) and DFO, LLC (Company) dated (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

RHODE ISLAND LAW MODIFICATIONS

1. The Rhode Island Securities Division requires that certain provisions contained in franchise documents be amended to be consistent with Rhode Island law, including the Franchise Investment Act, R.I. Gen. Law. ch. 395 Sec. 19-28.1-1 -19-28.1-34. To the extent that this Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. If this Agreement requires litigation to be conducted in a forum other than the State of Rhode Island, the requirement is void under Rhode Island Franchise Investment Act Sec. 19-28.1-14.
 - b. If this Agreement requires that it be governed by a state's law, other than the State of Rhode Island, to the extent that such law conflicts with Rhode Island Franchise Investment Act it is void under Sec. 19-28.1-14
 - c. If the Franchisee is required in this Agreement to execute a release of claims or to acknowledge facts that would negate or remove from judicial review any statement, misrepresentation or action that would violate the Act, or a rule or order under the Act, such release shall exclude claims arising under the Rhode Island Franchise Investment Act, and such acknowledgments shall be void with respect to claims under the Act.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Rhode Island Franchise Investment Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on .

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
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Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF VIRGINIA**

The DFO, LLC, DEVELOPMENT Agreement between _____(Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

VIRGINIA LAW MODIFICATIONS

1. Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for default or termination stated in the Agreement does not constitute "reasonable cause," as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Virginia Retail Franchising Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.
3. Any securities offered or sold by the Investor Franchisee as a part of the Denny's Restaurant Franchise must either be registered or exempt from registration under Section 13.1-514 of the Virginia Securities Act.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on _____, 20____.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
Its: Sole Member

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF VIRGINIA**

The DFO, LLC, Franchise Agreement between (Franchisee or You) and DFO, LLC (Company) dated (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

VIRGINIA LAW MODIFICATIONS

1. Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for default or termination stated in the Agreement does not constitute "reasonable cause," as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Virginia Retail Franchising Act, with respect to each such provision, are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.
3. Any securities offered or sold by the Investor Franchisee as a part of the Denny's Restaurant Franchise must either be registered or exempt from registration under Section 13.1-514 of the Virginia Securities Act.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on .

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
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Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By:

	Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

**AMENDMENT TO DFO, LLC
DEVELOPMENT AGREEMENT
FOR THE STATE OF WISCONSIN**

The DFO, LLC, DEVELOPMENT Agreement between _____(Developer) and DFO, LLC (Denny's) dated _____ (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

WISCONSIN LAW MODIFICATIONS

1. The Securities Commissioner of the State of Wisconsin requires that certain provisions contained in franchise documents be amended to be consistent with Wisconsin Fair Dealership Law, Wisconsin Statutes, Chapter 135 ("Fair Dealership Law"). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Wisconsin Fair Dealership Law, among other things, grants Developer the right, in most circumstances, to 90 days' prior written notice of non-renewal and 60 days within which to remedy any claimed deficiencies. If the Agreement contains a provision that is inconsistent with the Wisconsin Fair Dealership Law, the provisions of the Agreement shall be superseded by the Law's requirements and shall have no force or effect.
 - b. The Wisconsin Fair Dealership Law, among other things, grants Developer the right, in most circumstances, to 90 days' prior written notice of termination and 60 days within which to remedy any claimed deficiencies. If the Agreement contains a provision that is inconsistent with the Wisconsin Fair Dealership Law, the provisions of the Agreement shall be superseded by the Law's requirements and shall have no force or effect.
 - c. If the Agreement requires that it be governed by a state's law, other than the State of Wisconsin, to the extent that any provision of the Agreement conflicts with the Wisconsin Fair Dealership Law such provision shall be superseded by the law's requirements.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Wisconsin law applicable to the provision are met independent of this Amendment.

This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the parties hereto have fully executed, sealed and delivered this Amendment to the DEVELOPMENT Agreement on the day and year first above written in the DEVELOPMENT Agreement.

DFO, LLC, a Delaware limited liability company
By: Denny's, Inc.
It's Sole Member

By: _____
Name: _____
Title: _____

DEVELOPER:

By: _____
Name: _____
Title: _____

**AMENDMENT TO DFO, LLC
FRANCHISE AGREEMENT
FOR THE STATE OF WISCONSIN**

The DFO, LLC, Franchise Agreement between (Franchisee or You) and DFO, LLC (Company) dated (Agreement) shall be amended by the addition of the following language, which shall be considered an integral part of the Agreement (Amendment):

WISCONSIN LAW MODIFICATIONS

1. The Securities Commissioner of the State of Wisconsin requires that certain provisions contained in franchise documents be amended to be consistent with Wisconsin Fair Dealership Law, Wisconsin Statutes, Chapter 135 ("Fair Dealership Law"). To the extent that the Agreement contains provisions that are inconsistent with the following, such provisions are hereby amended:
 - a. The Wisconsin Fair Dealership Law, among other things, grants You the right, in most circumstances, to 90 days' prior written notice of non-renewal and 60 days within which to remedy any claimed deficiencies. If the Agreement contains a provision that is inconsistent with the Wisconsin Fair Dealership Law, the provisions of the Agreement shall be superseded by the Law's requirements and shall have no force or effect.
 - b. The Wisconsin Fair Dealership Law, among other things, grants You the right, in most circumstances, to 90 days' prior written notice of termination and 60 days within which to remedy any claimed deficiencies. If the Agreement contains a provision that is inconsistent with the Wisconsin Fair Dealership Law, the provisions of the Agreement shall be superseded by the Law's requirements and shall have no force or effect.
 - c. If the Agreement requires that it be governed by a state's law, other than the State of Wisconsin, to the extent that any provision of the Agreement conflicts with the Wisconsin Fair Dealership Law such provision shall be superseded by the law's requirements.
2. Each provision of this Amendment shall be effective only to the extent that the jurisdictional requirements of the Wisconsin law applicable to the provision are met independent of this Amendment. This Amendment shall have no force or effect if such jurisdictional requirements are not met.

IN WITNESS WHEREOF, the Franchisee on behalf of itself and its Owners acknowledges that it has read and understands the contents of this Amendment, that it has had the opportunity to obtain the advice of counsel, and that it intends to comply with this Amendment and be bound thereby. The parties have duly executed and delivered this Amendment to the Agreement on

THE COMPANY:

FRANCHISEE:

DFO, LLC a Delaware limited liability company	a(n)
By: Denny's, Inc.	By:
It's: Sole Member	Name:
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By:	
Name: Stephen Dunn Its: Executive Vice President Chief Global Development Officer	By: Name: Its:
Date:	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

EXHIBIT C

FRANCHISE AGREEMENT

DFO, LLC FRANCHISE AGREEMENT

FRANCHISE AGREEMENT

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DFO, LLC FRANCHISE AGREEMENT

This Franchise Agreement (Agreement) is made and entered into as of the date set forth below by and between DFO, LLC, a Delaware limited liability company (Company), and _____(Franchisee).

RECITALS

A. The Company operates nationwide a number of restaurants under the "Denny's" name and has developed a unique and particular plan of food service operation. The public has acquired a distinct awareness of the identity of the Company's plan, including, for example, menus, general restaurant style and decoration. The public tends to associate such impressions with the Company's name and to rely on such associations.

B. Franchisee desires to operate a restaurant under the Denny's name and to utilize the Company's plan of food service operation, all in accordance with the terms, covenants and conditions of this Agreement.

AGREEMENT

1. SCOPE AND PURPOSE OF AGREEMENT

1.1 Franchisee desires to operate and manage a Denny's restaurant located at in the City of _____, County of _____, State of _____ (Restaurant). The Company owns the trademark, service mark and trade name "Denny's" and other related trademarks, service marks, trade names, copyrights, labels, designs, symbols and distinctive logotypes (the "Denny's Marks"). The Company has a unique and particular plan for the operation of family style restaurants including, but not limited to the Denny's Marks, operations manuals, food service standards manuals, policies, standards, procedures, employee uniforms, signs, menus, marketing program and related items, and the reputation and goodwill of the Company's chain of restaurants (Denny's System). The Company desires to have the Restaurant operated as a Denny's restaurant utilizing the Denny's System and the Denny's Marks. Therefore, in entering into this Agreement, Franchisee fully understands and agrees that this Agreement is conditioned upon the continued strict adherence by Franchisee to all standards, policies, procedures and requirements published or which may from time to time be published or otherwise brought to Franchisee's attention by the Company for the operation, maintenance or improvement of Denny's restaurants under the Denny's System and the Denny's Marks. Franchisee understands and agrees that strict adherence to these standards, policies, procedures and requirements is essential to the value of the Denny's System and the Denny's Marks.

1.2 Franchisee represents that it is experienced in and has independent knowledge of the nature and specifics of the restaurant business. Franchisee represents that in entering into this Agreement it has relied solely on its personal knowledge and has not relied on any representation of the Company or any of its members or their respective officers, directors, employees or agents, except those representations contained in any legally required disclosure document delivered to Franchisee.

1.3 In consideration of the foregoing representations and agreements of Franchisee and other consideration as set forth herein, and subject to all of the terms, covenants and conditions of this Agreement, the Company hereby grants to Franchisee, and Franchisee hereby accepts from the Company, the right and franchise to operate the Restaurant at the location described above. This franchise is for a specific location and may not be transferred to any other location.

1.4 It is expressly understood and agreed that Franchisee is not for any purpose an employee, fiduciary or agent of the Company, and that all of the personnel employed by Franchisee at the Restaurant will be employees or agents of Franchisee as an independent contractor and will not be employees or agents of the Company. At no time will the Company have any right of control over Franchisee's employees. Franchisee understands and agrees that, as an independent contractor, it does not have the authority to

do anything for or on behalf of the Company including, but not limited to holding itself out as the Company; signing contracts, notes or other instruments; purchasing, acquiring or disposing of any property; or incurring any other obligation or liability. Neither Party has any fiduciary duty to the other. Franchisee understands that it alone is responsible not only for following the Denny's System as set forth in the Manuals, but also for the day-to-day operation of its individual Restaurant. Franchisee is solely responsible for the control of its employees in the daily operation of the Restaurant, as well as the safety and security of the Restaurant, its employees and guests.

2. THE DENNY'S MARKS

2.1 The Company grants to Franchisee, upon the terms, covenants and conditions contained herein, and during the effective term hereof, the right to display and use the Denny's Marks including, but not limited to the trademark and name "Denny's" as well as such other trade names, trademarks, service marks, logotypes, labels, designs and other identifying symbols and names pertaining thereto as are now designated (and may hereafter be designated by the Company in writing), but only for use in connection with retail sales and service of food to the general public in and at the Restaurant. Nothing contained herein will be construed as authorizing or permitting Franchisee to use the Denny's Marks or the Denny's System at any other location or for any other purpose. Nothing contained herein will give Franchisee any right, title or interest in or to any of the Denny's Marks excepting only the privilege and license, during the effective term hereof, to display and use the same according to the foregoing limitations. Upon expiration or termination of this Agreement for any reason, Franchisee will promptly deliver and surrender up to the Company all items bearing or containing any of the Denny's Marks. Any and all goodwill arising in connection with Franchisee's use of the Denny's Marks and the Denny's System of restaurant operation will belong to the Company.

2.2 Franchisee is prohibited from using the Denny's logo and marks for any purpose outside that of the operation of the Denny's restaurant. This prohibition includes, but is not limited to, the use of the Denny's logo and trademarks on the Internet and websites.

2.3 Franchisee agrees that the business franchised hereunder will be named "Denny's" without any suffix or prefix attached thereto. Franchisee will use signs and other advertising which denote that the Restaurant is named "Denny's" and which are approved by the Company in advance. If Franchisee operates the Restaurant through a legal entity, the name of such entity will not contain any of the Denny's Marks.

2.4 Franchisee agrees that the business franchised hereunder is for the purpose of operating a Denny's family-style restaurant. Franchisee will not operate any ancillary businesses (secondary business other than a family-style restaurant), products or services in or at the Restaurant.

2.5 Except as the Company may otherwise permit in writing, Franchisee will not display or use the trademark, trade name, service mark, logotypes, label, design or other identifying symbol or name of any other business, person, firm or corporation in, on or at the Restaurant.

2.6 Franchisee agrees that in all public records, in its relationship with other persons or companies, and in any disclosure document, prospectus or similar document, Franchisee will indicate clearly that Franchisee's business is independently owned and that the operations of said business are separate and distinct from the operation of the Company's business.

2.7 Franchisee is prohibited from using the Denny's logo and marks on any employment documents including but not limited to any job applications, handbooks or employment policies.

2.8 Franchisee agrees that no cigarette machine, video game machine, public telephone, automatic teller machine or other type of vending machine or device will be installed in the Restaurant without the written approval of the Company.

3. TERM

3.1 The term of this Agreement will be for a period of twenty (20) years commencing on _____ (Opening Date), unless sooner terminated by the Company as provided for in this Agreement ("Term"). However, if the term of Franchisee's lease or sublease, if any, for the Restaurant site, including any option periods contained in said lease or sublease which are exercised by Franchisee, is for less than twenty (20) years, then Franchisee has a good faith obligation to exercise any option periods in said lease or sublease, and the franchise will be for a term identical to the term of Franchisee's lease or sublease, but will in no event extend beyond twenty years from the Opening Date. Upon expiration or earlier termination of this Agreement Franchisee will have no right or option to extend the Term of the franchise granted in this Agreement.

4. DEVELOPMENT PROCEDURE

4.1 If Franchisee has obtained a site for the Restaurant other than from the Company, then:

a. As an express condition hereof, Franchisee agrees that Franchisee will complete and open the Restaurant for business, in accordance with the provisions of this Agreement, no later than twenty-four (24) months from the date of execution hereof. Failure to open the Restaurant by such date will constitute a default hereunder. Any earlier date set forth in an MGIP Agreement concerning this location takes precedence over this provision, and this Agreement does not amend the MGIP Agreement.

b. Franchisee understands and acknowledges that in accepting Franchisee's site for the Restaurant, the Company does not in any way endorse, warrant or guarantee either directly or indirectly the suitability of such site or the success of the franchised business to be operated by Franchisee at such site.

c. Promptly following the Company's execution of this Agreement, Franchisee will proceed to complete the acquisition of the site. Franchisee will lease directly or purchase, as the case may be, the Restaurant site. The Company will have no liability under any such direct lease or purchase agreement. Franchisee will provide to the Company a copy of any lease and will include in any such direct lease the following terms and conditions:

(i) The premises will be used only for the operation of the business franchised hereunder, the operation of a Denny's restaurant;

(ii) The landlord consents to Franchisee's use of the premises as a Denny's restaurant and such restaurant will be open for business twenty-four (24) hours a day and seven (7) days a week;

(iii) The landlord agrees to furnish the Company with copies of any and all letters and notices sent to Franchisee, including notices of default, if any, pertaining to the lease and the premises, at the same time that such letters and notices are sent to Franchisee;

(iv) Franchisee may not sublease or assign all or any part of its occupancy rights in the premises;

(v) The Company will have the right to enter the premises to make any modifications necessary to protect the Denny's Marks and related proprietary rights or to cure any default under the lease or under this Agreement; and

(vi) The Company will have the right, at its sole option and without any obligation whatsoever to do so, to assume Franchisee's occupancy rights under the lease for the remainder of its term upon Franchisee's default or termination under such lease or under this Agreement.

d. Once Franchisee has acquired the Restaurant site, Franchisee will proceed to conform the Restaurant site to the requirements set forth in Section 5 below. Franchisee will give the Company at least thirty (30) days prior written notice of the Opening Date of the Restaurant.

4.2 If Franchisee purchases a Restaurant from the Company or its affiliates, then:

a. As an express condition hereof, Franchisee agrees that Franchisee will complete the transfer of the Restaurant for business no later than six (6) months from the date of execution hereof. Failure to transfer the Restaurant by such date will constitute a default hereunder.

b. Franchisee understands and acknowledges that in granting a franchise for the site formerly operated by the Company or its affiliates, the Company does not in any way endorse, warrant or guarantee either directly or indirectly the suitability of such site or the success of the franchised business to be operated by Franchisee at such site.

c. Promptly following the Company's execution of this Agreement, Franchisee will proceed to complete the transfer of the operation of the Restaurant to the Franchisee, including obtaining all necessary business and liquor licenses, permits and other documentation necessary for the Franchisee to continue operating the Restaurant as a Denny's Restaurant.

d. Franchisee will notify the Company when all requirements necessary to effect the transfer of the Restaurant for business to the Franchisee will be completed and the Company will thereafter schedule the Opening Date within a reasonable amount of time thereafter but not to exceed one (1) month. The Opening Date for the Restaurant will be scheduled to occur on a Thursday at 7:00 a.m. local time.

4.3 Offset Program. Franchisee may request permission to relocate a Restaurant to a new building built in an approved type in the same trade area. The proposal will be subject to the process in place at that time for approving a new restaurant, including without limitation encroachment impact. Upon approval and completion of construction, Franchisee has the right to close the original Restaurant and move the Denny's to the new location. In addition to the foregoing terms, to qualify for the Offset Program, Franchisee must:

a. Identify and have a site approved for the replacement restaurant no later than two (2) years from the Opening Date;

b. Open the Offset Restaurant no later than three (3) years from the Opening Date; and

c. Not have the original and Offset Restaurants open at the same time. If the Company deems any down time between closing and opening to be too long, Company may impose requirements such as training as conditions to reopening.

5. IMPROVEMENTS, FIXTURES AND EQUIPMENT

5.1 If Franchisee has obtained a site for the Restaurant other than from the Company, then this Section 5 will apply to the building, reconstructing, remodeling or other changes necessary to conform the site to the requirements set forth in this Section or as provided and updated by the Company from time to time in accordance with this Section.

5.2 Franchisee, at its sole expense, will construct or, in the case of an existing building, remodel the Restaurant and install such signs, fixtures, furniture and equipment in the Restaurant as are required in accordance with the Company's current requirements and specifications for same. Franchisee will be responsible for obtaining all zoning classifications and clearances which may be required by state or local laws, ordinances or regulations. Franchisee will obtain all permits and certifications required for

the lawful construction or remodeling work and the operation of the Restaurant from the applicable governmental authorities and submit to the Company a copy of all such required permits and certifications prior to commencing the construction or remodeling of the Restaurant.

5.3 The Company will provide Franchisee with prototype plans and a sample layout for the interior of a typical Denny's restaurant and a set of typical interior construction, equipment and decor specifications (Plans). At all times, Franchisee will use its best efforts to treat and keep the Plans and the information contained therein as confidential as possible and limit access to the Plans to employees and independent contractors of Franchisee on a need to know basis only. Franchisee acknowledges that the unauthorized use or disclosure of the Company's Plans and the Confidential Information (defined in Section 20.4 below) contained therein will cause irreparable injury to the Company and that damages are not an adequate remedy. Franchisee accordingly covenants that without the Company's prior written consent, Franchisee will not disclose (except to such employees, agents, contractors or subcontractors as must have access to such Plans in order to construct the Restaurant) or use, or permit the use of such Plans (except as may be required by applicable law or authorized by this Agreement), or copy, duplicate, record or otherwise reproduce such Plans, in whole or in part, or otherwise make the same available to any person or source not authorized in writing by the Company to receive such Plans or the information contained therein at any time during the Term or thereafter. Any and all information, knowledge and know-how not generally known in the restaurant business about the Company's products, services, standards, specifications, systems or procedures and techniques, and such information or material as the Company may designate as confidential will be deemed confidential for purposes of this Agreement, except any such information which Franchisee can demonstrate legally came to its attention prior to the disclosure thereof by the Company, or which legally is or has become a part of the public domain through publication or communication by others.

5.4 Franchisee, at its sole expense, will employ architects, designers, engineers or others as may be necessary to complete, substitute, adapt or modify the Plans for the Restaurant, so as to create a set of final plans and specifications. FRANCHISEE WILL SUBMIT TO THE COMPANY A COMPLETE SET OF FINAL PLANS AND SPECIFICATIONS, INCLUDING A SITE PLAN, PRIOR TO COMMENCING THE CONSTRUCTION OF THE RESTAURANT OR, IN THE CASE OF AN EXISTING BUILDING, THE REMODELING WORK FOR THE RESTAURANT. The Company will review such final plans and specifications promptly and approve or disapprove the same, and the Company may provide comments on the plans and specifications to Franchisee. Such review and approval by the Company will be limited to items and issues relating to the Denny's System only and are not intended to be a verification or approval of the structure of the building, mechanical systems or document accuracy. Examples of conceptual areas related to the Denny's System include signs, logos, finishes, decor and aesthetics, guest comfort, and ability to serve food within the Company's standard for quality, timeliness and cleanliness. FRANCHISEE WILL NOT COMMENCE THE CONSTRUCTION OR REMODELING WORK ON THE RESTAURANT UNTIL THE COMPANY APPROVES IN WRITING THE FINAL PLANS AND SPECIFICATIONS TO BE USED IN CONSTRUCTING OR REMODELING THE RESTAURANT.

5.5 Franchisee will use a qualified licensed general contractor to perform the construction or remodeling work at the Restaurant. The Company will not be responsible for delays in the construction, equipping or decoration of the Restaurant or for any loss resulting from the Restaurant design or construction. The Company must approve in writing any and all changes in the Restaurant plans relating to the Denny's System as described in Section 5.4 above, prior to the construction or remodeling of the Restaurant or the implementation of such changes. FRANCHISEE WILL PROVIDE WRITTEN NOTICE TO THE COMPANY OF THE DATE UPON WHICH CONSTRUCTION OF THE RESTAURANT COMMENCED WITHIN SEVEN (7) DAYS AFTER COMMENCEMENT AND THEREAFTER WILL PROVIDE TO THE COMPANY BIWEEKLY PROGRESS REPORTS OF THE STATUS OF THE CONSTRUCTION WORK SIGNED BY FRANCHISEE'S ARCHITECT OR GENERAL CONTRACTOR. Franchisee's failure to commence the design, construction or remodeling, equipping and opening of the Restaurant promptly and with due diligence, will be grounds for the termination of this Agreement. The Company will make a final inspection of the completed Restaurant and may require such corrections and modifications as it deems necessary to bring the Restaurant into compliance with approved final plans and specifications. FRANCHISEE WILL NOTIFY THE COMPANY OF THE DATE OF COMPLETION OF

CONSTRUCTION AND, WITHIN A REASONABLE TIME THEREAFTER, THE COMPANY WILL CONDUCT THE FINAL INSPECTION OF THE RESTAURANT AND ITS PREMISES. Franchisee acknowledges and agrees that Franchisee will not open the Restaurant for business without the express written authorization of the Company, and that the Company's authorization to open will be conditioned upon Franchisee's furnishing to the Company:

a. A letter from a licensed architect indicating that the Restaurant has been constructed in substantial conformance with the approved final plans and specifications, including any changes thereto approved by the Company, and in accordance with all applicable federal, state and local governmental laws, statutes and ordinances regulating such construction including, without limitation, building, fire, health and safety codes; and

b. An unconditional final Certificate of Occupancy issued by the applicable local governmental entity.

5.6 Franchisee will provide all required signs, fixtures, furniture and equipment for the Restaurant at Franchisee's sole expense. Franchisee will have the right to select manufacturers and suppliers and purchase the required signs, fixtures, furniture and equipment from any source provided that the items to be purchased are in strict accordance with the specifications of the Company.

5.7 Franchisee is solely responsible for the acts or omissions of its contractors regarding compliance with all of the provisions of this Section 5 and the Company will have no responsibility for such acts or omissions. The Company will not be liable for any loss or damage arising from the design or plan of the Restaurant, by reason of its approval of plans and specifications or otherwise. Franchisee will indemnify the Company for any loss, cost or expense, including attorneys' fees that may be sustained by the Company because of the acts or omissions of Franchisee's contractors or arising out of the design, construction or remodeling of the Restaurant.

5.8 Franchisee will purchase, use, and maintain certain brands, types, makes, and/or models of communications equipment, computer systems, Internet-connected devices, and hardware, including without limitation: (a) back office and point of sale systems; (b) electronic payment devices, printers, and other peripheral hardware; (c) archival back-up systems; and (d) network connectivity devices; (the "Computer System"). At Company's request, Franchisee will purchase or lease, install, use and thereafter maintain, the Computer System at the Restaurant approved by Company. Company may periodically modify standards for the Computer System, and, if so, Franchisee will comply with the modified standards for, or otherwise acquire, at its cost, the modified Computer System and the computer hardware and software comprising the Computer System within a reasonable time frame not to exceed twenty-four (24) months from the date of notice from Company. Company may, at its sole option, charge Franchisee for any computer usage costs that Company incurs as a result of Franchisee's use of the Computer System, including but not limited to a systems fee for modifications of and enhancements made to certain computer software that is owned or licensed by Company for use in the operation of the Technology Platform (defined in Section 5.9 below) and/or Computer System ("Proprietary Software") that Company licenses to Franchisee and other maintenance and support services that Company or its affiliates furnish to Franchisee related to the Computer System. Company shall work with Franchisee to source approved products and upgrades; however, Franchisee will have sole and complete responsibility for the acquisition, operation, maintenance, and upgrading of the Computer System. Nothing herein prevents Franchisee and Company from entering into a separate service agreement for Franchisee's Computer System under which Company shall preform maintenance and upgrades.

5.9 Franchisee will purchase, use and maintain the computerized point of sale cash collection system (including all related hardware and software) that Company requires or otherwise approves in writing for use in connection with the operation of the Restaurant ("Technology Platform"). The Technology Platform must be connected to a communications medium approved by Company at all times and be capable of accessing the Internet via a designated third-party network for the purpose of implementing software, transmitting and receiving data, accessing the Internet for ordering, and maintaining the Technology Platform. Upon notice from Company, at Franchisee's cost and expense, the Technology Platform will

be electronically linked to Company's (or its affiliate's) computer or electronic systems, including any third-party computer or electronic system to which Franchisee may be given access ("Intranet"). Franchisee will provide Company access to any Technology Platform information, at such times and in such manner as established by Company, with or without notice, to retrieve such transaction information, including customer, sales, sales mix, usage, and other operations data as Company deems appropriate. Franchisee will apply for and maintain debit cards, credit cards or other non-cash systems existing or developed in the future as specified by Company. Company, as business conditions warrant, may require Franchisee to periodically update, upgrade or replace the Technology Platform, including hardware and/or software.

5.10 If Company designates Proprietary Software, Franchisee will, at Company's written request, license or sublicense such software from Company or its designee and enter into a software (sub)license agreement on Company's or such designee's then-current form. Franchisee will purchase any periodic upgrades, enhancements or replacements to the Proprietary Software at Franchisee's sole cost and expense. Company will provide to Franchisee support services relating to the Proprietary Software as Company deems advisable at a reasonable charge. Franchisee must incorporate any or all required modifications or additions within a reasonable time frame not to exceed twenty-four (24) months after receiving notice from Company, unless a longer time period is stated in such notice.

5.11 Company may, at its option, establish and maintain an Intranet through which Company and Franchisee may communicate with each other. Company will have control over all aspects of the Intranet, including the content and functionality thereof. At Company's option, Company may post, update and disseminate the Manuals and other Confidential Information through the Intranet. Any passwords or other digital identifications necessary to access the Manuals on the Intranet will be deemed to be part of Confidential Information. If established, Franchisee will have the mere privilege to use the Intranet, subject to Franchisee's strict compliance with the standards. Franchisee acknowledges that the Intranet facility and all communications that are posted or to be posted to it will become Company's sole property, free of claims of privacy or privilege that Franchisee or any other Person may assert. If established, Company will have no obligation to maintain the Intranet indefinitely and may dismantle it at any time without liability to Franchisee.

5.12 Franchisee may be provided access to computer or electronic systems (or any substitute therefor), including, but not limited to, any third-party computer or electronic systems authorized by Company. Franchisee will be responsible for all of Franchisee's actions relating to such system, including use of any logon IDs, passwords or other authentication methods provided to Franchisee. All of Franchisee's connectivity or attempted connectivity to Company's computer or electronic systems will be only through Company's security gateways or firewalls. Franchisee will not access and will not permit unauthorized persons or entities within its control to access, Company's computing systems without Company's express written authorization, and any such actual or attempted access will be consistent with any such authorization. Franchisee will comply with Company's systems access requirements and related standards exclusively for the performance pursuant to this Agreement.

5.13 Pursuant to this section and the DFO, LLC and Denny's, Inc. Payment Card Agreement, franchisee's customer payment card data transmits directly to Company's processor without contact with Franchisee. Nevertheless, if ever applicable, Franchisee, its affiliates, and their respective principals will: (i) obtain, maintain and adhere to all applicable standards established by the Payment Card Industry Data Security Standard ("PCI-DSS"); (ii) establish appropriate administrative, technical and physical controls consistent with applicable law and PCI-DSS to preserve the security and confidentiality of any credit card information, in any form whatsoever, that it stores, processes, transmits, or comes in contact with; (iii) promptly notify Company if Franchisee, its affiliates, or any of their respective principals suspects that there is, or has been, a security breach or potential compromise of any such credit card information; (iv) provide Company with updates regarding the status of PCI-DSS, which update may be through a completed PCI AOC (Attestation of Compliance), PCI-DSS SAQ (Self-Assessment Questionnaire) or other method acceptable to Company; and (v) promptly notify Company of any noncompliance with PCI-DSS requirements and comply with remediation actions and a timeline for implementation of such actions required by Company.

5.14 In addition to PCI-DSS data, Customer Data (defined below in this Section 5.14) obtained from, collected on behalf of, and shared with Company and/or its affiliates must be duly protected by Franchisee, its affiliates, and their respective principals. Franchisee, its affiliates, and their respective principals must protect private information and data, including PII (defined below in this Section 5.14), regarding customers, Company, or Company's affiliates with a level of controls proportionate to the sensitivity of the data. Franchisee, its affiliates, and their respective principals must adhere to applicable law with respect to data, which if compromised, could have a negative impact on Company's image or consumer confidence. Without Company's written consent, which Company may provide or withhold at its sole option, Franchisee, its affiliates, and their respective principals may not share with any third party any Customer Data obtained from, collected on behalf of, and shared with Company or Company's affiliates. "Customer Data" means any information from, about, or relating to customers of the Restaurant that identifies, or can be used to identify, contact, locate, or be traced back to the specific Person to whom such information pertains, or from which identification or contact information of a Person can be derived. Customer Data includes any PII. "PII" means personally identifiable information or personal data regarding a natural person, including, without limitation, a natural person's name, address, phone number, fax number, email address, passport number, financial profile, credit card information, or any other information by which one is reasonably able to personally identify one or more natural persons, or such term is otherwise defined under applicable law.

6. FEES, TAXES AND OTHER CHARGES

6.1 Franchisee agrees to pay to the Company during the Term the following:

a. [Initial Franchise Fee – Non H2.0-DA. Franchisee will pay to the Company an initial franchise fee of Thirty Thousand Dollars (\$30,000) in the form of a cashier's check or other readily available funds, due and payable upon the execution of this Agreement.]

[Initial Franchise Fee – H2.0-DA. Franchisee will pay to the Company an initial franchise fee of Thirty Thousand Dollars (\$30,000) in the form of a cashier's check or other readily available funds, due and payable upon the execution of this Agreement. If Franchisee opens the restaurant no more than 60 days before the due date on the H2.0-DA, the Company will credit Franchisee's franchise finance account Ten Thousand Dollars (\$10,000).]

Franchisee hereby acknowledges and agrees that the grant of this franchise and the agreements of the Company contained in this Agreement constitute the sole and only consideration for the payment of the initial franchise fee, and that the initial franchise fee will be fully earned by the Company upon execution of this Agreement. In that regard, upon the payment of the initial franchise fee, it will be deemed fully earned and non-refundable in consideration of the administrative and other expenses incurred by the Company granting this franchise and for the Company's lost or deferred opportunity to franchise to others.

b. [Royalty Fee – Without Development Incentives. For use of the Denny's Marks and the availability of Company supplied supervisory, training and other professional personnel, a weekly royalty fee ("Royalty Fee") of four and one-half percent (4.5%) of Franchisee's weekly gross sales, as defined in Section 7.1.]

[Royalty Fee – H2.0-DA. If Franchisee opens the Restaurant by the due date, then Franchisee will pay a weekly Royalty Fee as follows: one and one-half percent (1.5%) for the first year after opening; two percent (2%) year two; two and one-half percent (2.5%) year three; three and one-half percent (3.5%) year four, four percent (4%) year five; and four and one-half percent (4.5%) for the remaining fifteen (15) years, all based on Franchisee's weekly gross sales, as defined in Section 7.1. The Royalty Fee is for use of the Denny's Marks and availability of Company supplied supervisory, training and other professional personnel.]

c. Brand Building Fee. A fee for advertising, public relations and promotion, and for the creation and development of advertising, public relations and promotional campaigns, as described in Section 8.1, in the amount of three percent (3%) of Franchisee's weekly gross sales, as defined in Section 7.1.]

Brand Building Fee – H2.0-DA. If Franchisee opens the Restaurant by the due date, then Franchisee will pay a fee for brand building, public relations and promotion, and for the creation and development of advertising, public relations and promotion campaigns, as described in Section 8.1, in the amount of one percent (1%) for the first year after opening; one and one-half percent (1.5%) year two; two percent (2%) years three and four, two and one-half percent (2.5%) year five, and three percent (3%) for the remaining fifteen (15) years, all based on Franchisee's weekly gross sales, as defined in Section 7.1.]

d. All other fees, costs, expenses, taxes and charges which are from time to time paid by the Company, in its sole discretion and without any obligation to do so, on behalf of Franchisee in connection with products, services, supplies, marketing materials, equipment, goods, materials or inventory furnished to Franchisee by the Company or by any third party, or otherwise, including, but not limited to, amounts paid to vendors, contractors, insurance carriers and any sales, use, transfer or other taxes, assessments or charges paid to governmental agencies arising from the existence, operation or maintenance of the Restaurant. Any payment made by the Company pursuant to this Section will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement.

6.2 Franchisee agrees to pay interest to the Company on any amounts which may become due to the Company from Franchisee, if such are not paid when due, at the rate of fifteen percent (15%) per annum or the maximum interest rate permitted by law, whichever is less.

6.3 Failure by Franchisee to timely remit the weekly payments and the related weekly reports described in Section 7.2 below will result in the assumption that the weekly payments due to Company for any given week where a payment and/or report are not provided by Franchisee are equal to the average of the last two weekly payments received by Company from Franchisee, plus ten percent (10%), plus interest.

7. FINANCIAL REPORTING, BILLING AND PAYMENT

7.1 The term "gross sales" as used in this Agreement will mean the total revenues derived by Franchisee in and from the Restaurant from all sales of food, goods, wares, merchandise and all services made in, upon, or from the Restaurant whether for cash, check, credit or otherwise, without reserve or deduction for inability or failure to collect the same. Gross sales include, without limitation: (a) sales and services where the orders originate at and are accepted by Franchisee into the Restaurant even if delivery or performance thereof is made from or at any other place, or other similar orders are received or billed at or from the Restaurant; (b) all orders placed outside the Restaurant but prepared in the Restaurant; (c) all amounts received from third party businesses as consideration whether or not tied to specific orders or transactions; and (d) any sums or receipts derived from the sale of meals to employees of the Restaurant. Gross sales will not include rebates or refunds to customers, or the amount of any sales taxes or other similar taxes that Franchisee may be required to and does collect from customers to be paid to any federal, state or local taxing authority.

7.2 The week's operating, accounting and billing period for Franchisee ends each Thursday morning at 7:00 a.m. The quarterly operating, accounting and billing period for Franchisee is a four (4) week month, a four (4) week month and a five (5) week month. This four-four-five week quarter requires that all accounting information, including payroll expenses, reflect a maximum of twenty-eight (28), twenty-eight (28), and thirty-five (35) days of income and expense respectively.

7.3 For each week of the Term, Franchisee is required to send to the Company a Weekly Sales and Royalty Fee Transmittal which is supported by dated, original, cumulative point of sale data in the form the Company may, from time to time, require. Contemporaneously with the execution of this Agreement, Franchisee agrees to sign the current version of the DFO, LLC and Denny's, Inc. Payment Card Agreement (Payment Card Agreement) and participate in the Company's payment card program, as it is administered from time to time. The term of the Payment Card Agreement is for the same Term as this Agreement. Under the Payment Card Agreement, all sales at the Restaurant paid with a card are remitted directly to the Company. After receiving these credit card payments on the Franchisee's behalf, the Company will subtract any payments which the Franchisee may owe to the Company, whether under this Agreement, any other DFO, LLC Franchise Agreement or similar agreement with Company (including payments for any royalty fee, brand building fee, any other periodic payments and miscellaneous outstanding charges and other amounts that may be owed by Franchisee under such agreements) as well as any amounts which the Franchisee may owe to the Company's affiliates (including any payments due under a promissory note, lease, or sublease, and any Ad Coop (as defined below)). The Company will remit to the Franchisee the balance, if any, remaining after subtracting all payments. Likewise, Franchisee is required to send to the Company a check or wire transfer for any fees not paid by the credit card sales.

The payment, if any, Weekly Sales and Royalty Fee Transmittal, and point of sale data must be postmarked no later than two days following the weekly close. Company may require that the data and payment be transmitted electronically. The Company will have the right to verify the sales information submitted by Franchisee, including, but not limited to, the right to export sales information directly from Franchisee's point of sale system, or otherwise obtain information regarding the sales at the Restaurant.

Failure to participate in the payment card program or a default under that program constitutes a default under this Agreement.

7.4 One hundred twenty (120) days after the end of each fiscal year of the franchised business during the Term, Franchisee is required to provide to the Company an unaudited compilation of a profit and loss statement and a balance sheet, in a form prescribed by Company, of the franchised business as prepared by a Certified Public Accountant. This compilation of the fiscal year-end financial statements must be signed by Franchisee, Franchisee's treasurer or Franchisee's chief financial officer, who will represent that the financial statements present fairly the financial position of Franchisee and the results of the operations of the Restaurant and franchised business during the period covered.

7.5 Franchisee agrees to make all payments when due to third parties for obligations arising out of or in any way connected with the existence, operation or maintenance of the Restaurant including, but not limited to rental and mortgage payments, and payments for utilities, services, products, equipment, supplies, goods, inventory, materials, taxes, labor and other matters. If Franchisee fails to make any such payment in accordance with the foregoing, the Company will have the right, but not the obligation, to make such payment on behalf of Franchisee, and such payment will be without prejudice and in addition to all other available rights and remedies. Any payment made by the Company pursuant to this Section will be due by Franchisee to the Company as an additional amount for the weekly billing period in which such payment is made by the Company. Franchisee hereby authorizes Company and its affiliates to contact Franchisee's lenders, landlords, vendors and tax authorities, from time to time and without notice to Franchisee, to inquire as to the status of Franchisee's payment obligations to such parties. To the extent required by applicable law, Franchisee hereby appoints Company as its attorney in fact in order to obtain Franchisee's tax information. This appointment does not create any fiduciary duty or relationship between the parties, and such inquiries will create no liability or obligation on the part of Company, including any obligation: 1) for any of Franchisee's obligations; 2) to monitor or advise on Franchisee's financial situation; or 3) to report any of Company's findings to Franchisee or others. This right is provided to Company to allow it to determine Franchisee's financial condition, if Company so chooses, and for Company's sole benefit. Franchisee agrees to cooperate with Company and its affiliates in this regard and agrees to issue any documentation necessary to Company in order to comply with the terms of this provision.

7.6 Franchisee will maintain accurate and complete books and records pertaining to the operation and maintenance of the Restaurant as required by the standards, policies and procedures established, from time to time, by the Company. Franchisee will be solely responsible for performing all record keeping duties and the cost for all such services will be borne solely by Franchisee.

7.7 Franchisee must have Internet access and access to the World Wide Web at both the Restaurant and at Franchisee's business office. Franchisee understands that the Company may use the Internet as a form of communication for billing purposes, changes in the operations manual, updates for policies and procedures, and other areas of restaurant operations.

7.8 All of the accounts, books, records and federal, state and local tax returns and reports of Franchisee, so far as they pertain to the business transacted under this Agreement, will be open to inspection, examination and audit by the Company and its authorized representatives at any and all times, and copies thereof may be made by the Company and retained for its own use. All of such records will be maintained and retained by Franchisee for the full term hereof and for five (5) years thereafter. The Company may perform such auditing for the purpose of verifying the operating and financial data upon which the rents, fees and other charges payable to the Company are based. Any such inspection, examination and audit will be at the Company's cost and expense unless the same is necessitated by Franchisee's failure to prepare and deliver its transmittal reports to the Company as required herein, or to maintain books and records as herein above provided, or unless any such transmittal report is determined to be in error to an extent of two percent (2%) or more. Then, in any such event, the cost and expense for such inspection, examination and audit will be borne and paid by Franchisee. Any such cost and expense will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement.

8. BRAND BUILDING FUND, MARKETING, WEBSITE AND MARKETING CHANNELS

8.1 The Company will have the right at any time, in its sole discretion to establish a fund for brand advertising and promotion of the Denny's Brand (the "Brand Building Fund"). During the existence of the Brand Building Fund, Franchisee will contribute to the Brand Building Fund in the manner specified in Section 7.3 above, such amounts as Company may specify in accordance with Section 6.1(c) above. The Brand Building Fund will be maintained and administered by the Company as follows:

a. The Company will direct all marketing programs, with sole discretion over the concepts, materials, choice of markets and media used in such programs as well as placement and allocation. The Company is not obligated, in administering the Brand Building Fund, to make expenditures for Franchisee which are equivalent or proportionate to Franchisee's contribution, or to ensure that any particular Franchisee benefits directly or pro rata from expenditures by the Brand Building Fund. The Brand Building Fund for traditional Denny's and other Denny's may be commingled or separately administered, in whole or in part, from time to time, as Company determines.

b. The Brand Building Fund, all contributions, and any earnings, will be used exclusively to meet any and all costs of maintaining, administering, directing, conducting and preparing marketing, advertising, public relations and promotional programs and materials, and any other activities including socially responsible activities, which the Company believes will enhance the image of the Denny's Brand. These uses may include, among other things, the costs of preparing and conducting media marketing campaigns; direct mail advertising; marketing surveys, consumer research, and other public relations activities; employing advertising and public relations agencies; sponsoring organizations and events; purchasing promotional items; conducting and administering in-store promotions; and providing promotional and other marketing materials and services to Denny's Restaurants .

c. Franchisee will contribute to the Brand Building Fund as provided elsewhere in this Agreement for Advertising Fee and gross sales. Sums paid by Franchisee to the Brand Building Fund will not be used to defray any of the expenses of the Company, except for such reasonable costs, salaries and overhead as the Company may incur in activities reasonably related to the direction and

implementation of the Brand Building Fund and marketing programs for operators and the Denny's Brand, including costs of personnel and related expenses for creating and implementing marketing, advertising and promotional programs. The Brand Building Fund and any earnings from it will not otherwise inure to the benefit of the Company.

d. The Company will provide an annual accounting of Brand Building Fund disbursements for review of their reasonable and appropriate relationship to the stated purpose of such Fund to an elected franchise committee. The elected franchise committee will be comprised of four members of the Denny's Franchisee Association ("DFA") Board designated by such Board, along with two additional franchisee owner representatives mutually agreeable. This elected franchise committee will be advisory in nature and provide written comments as may be appropriate upon completion of their review.

e. The Company reserves the right, in its sole discretion, to discontinue the Brand Building Fund upon written notice to Franchisee.

f. The Company may, but is not required to, make available to Franchisee from time to time, marketing plans and promotional materials, including newspaper mats, coupons, merchandising materials, sales aids, point-of-purchase materials, special promotions, direct mail materials and similar marketing and promotional materials produced from contributions to the Brand Building Fund. Franchisee acknowledges and agrees that it will be reasonable for the Company to not provide any such materials to Franchisee during any period when Franchisee is not in full compliance with its obligations to contribute to the Brand Building Fund. Additionally, if monies of the Brand Building Fund are used to produce point of sale materials, or other samples or other promotional materials and items, the Company may, on the behalf of the Brand Building Fund, sell such items to franchisees in the Denny's Brand at a reasonable price, with any proceeds from the sale of such items or materials contributed to the Brand Building Fund.

8.2 Any and all advertising, promotion, and marketing that Franchisee conducts must be clear, factually accurate, and not misleading, and must conform to applicable law and the highest standards of ethical marketing and the promotion of policies which Company prescribes from time to time, including, but not limited to, the standards that Company periodically prescribes in the Manuals or otherwise approves in writing for the Restaurant. Franchisee must submit to Company in writing for approval all proposed advertising, promotional, and marketing materials which Company has not prepared or previously approved in writing within the prior twelve (12) months, and Franchisee must receive Company's prior written approval before Franchisee may use such materials. Franchisee may not use any advertising or promotional materials that Company has not approved in writing or has disapproved. Company will own the copyrights to any materials so submitted, whether approved by Company or not. In the event of a breach of this Section, the Company will have the right to remove any unauthorized material at the expense of Franchisee. In all cases, Company has control over any profiles that use or relate to the Denny's Marks, that display the Denny's Marks, or that are maintained on social media outlets or platforms, including, without limitation, Facebook, Instagram, Twitter, Pinterest, Foursquare, and all other similar outlets or platforms that may exist in the future. Company may (but need not) establish guidelines pursuant to which Franchisee may establish profiles or otherwise establish a presence on such social media outlets. In such event, Franchisee must comply with the standards imposed from time to time on such use. Franchisee will sign over control of any social media accounts or profiles, with fan bases intact, and provide access to reports and history of promotion performance, upon Company's request.

8.3 The Company will have the right, but not the obligation, to designate, in its sole discretion, any geographical area (whose borders may change from time to time) for the purposes of establishing a local advertising cooperative ("Ad Coop"). If an Ad Coop is established for the local area in which the Restaurant is located, Franchisee will immediately become a member of such Ad Coop and will execute the Ad Coop Membership Agreement and such other documentation as the Ad Coop may require of members of the Coop. The Ad Coop will determine a contribution rate by majority vote of the member restaurants, which will not exceed 0.5% of gross sales without the consent of each contributing franchisee. If the Company, or one of its affiliates, operates a Denny's restaurant within a geographical area in which an Ad Coop has been established, the Company, or its affiliate, will, for each applicable Denny's restaurant,

participate in the Ad Coop on the same terms as franchisees who are required to become a member of such Ad Coop. All marketing and promotional activities of the Ad Coop and use of funds contributed to the Ad Coop will be subject to the Company's or its authorized marketing representative's sole discretion and prior approval. Franchisee agrees and acknowledges that the Company may grant, for any length of time, to any Franchisee an exemption from the requirement of membership in the Ad Coop. The Company's decision concerning such request is final, and any exemption from Ad Coop membership will be subject to the condition that the franchisee must spend on approved local advertising any amounts that would have otherwise been paid to the Ad Coop. Contributions to an Ad Coop are in addition to the advertising contributions contemplated by Section 6 of this Agreement, and any contributions made by Franchisee to the Company do not reduce Franchisee's independent obligations to the Ad Coop. Similarly, any contributions made by Franchisee to the Ad Coop do not reduce Franchisee's obligations to make payments required by Section 6 of this Agreement.

8.4 Company will reference the Restaurant on the website(s) Company develops for the Denny's System ("Website") so long as Franchisee is in full compliance with this Agreement. At Company's request, Franchisee will provide to Company true, complete and correct information relating to the Restaurant for inclusion on the Website. Franchisee acknowledges and agrees that Company will have final approval rights over all information on the Website. Company will own all intellectual property and other rights in the Website, all information contained on it and all information generated from it (including the domain name or URL, the log of "hits" by visitors and any personal or business data that visitors supply). If Franchisee is in default of any obligations under this Agreement, Company may, in addition to its other remedies, temporarily remove references to the Restaurant from the Website and reroute phone numbers as Company deems appropriate. Company may, at Company's option, discontinue any or all of the Websites at any time. All local marketing that Franchisee develops for the Restaurant must contain notices of the uniform resource locator ("URL") of the Website in the manner that Company periodically designates.

a. Franchisee may not without Company's prior written approval (i) register a domain name to be used in connection with the Restaurant or that contains the Denny's Marks or any words or designations similar to the Denny's Marks, (ii) establish a separate website to advertise, market or promote the Restaurant, or to conduct commerce or directly or indirectly offer or sell any products or services, using any domain name that contains the Denny's Marks or any words or designations similar to the Denny's Marks, or (iii) use a search engine keyword or metatag in connection with the Restaurant or operation of the Restaurant, or (iv) register an e-mail address that contains the Denny's Marks or any words or designations similar to the Denny's Marks.

b. If Company consents to Franchisee's establishment of a website, Franchisee agrees to submit to Company samples of Franchisee's website format and information in the form and manner Company may reasonably require, and Franchisee agrees to comply with the standards for websites as Company may prescribe from time to time. Company will register, or at Company's written direction Franchisee will register, all domain names, e-mail addresses, or websites that contain the Denny's Marks or any words or designations similar to the Denny's Marks. Company may license use of the registered item back to Franchisee under a separate agreement. Franchisee must pay all costs and any fees Company may charge for registration, maintenance and renewal of domain name(s) and website(s). Company retains the right to pre-approve Franchisee's use of linking and framing between Franchisee's website and all other websites.

c. If Company consents to Franchisee's establishment of a website, the information Franchisee provides on Franchisee's website will not be false, inaccurate or misleading; infringe any third party's copyright, patent, trademark, trade secret or other proprietary rights or rights of publicity or privacy; violate any applicable laws; be defamatory, trade libelous, unlawfully threatening or unlawfully harassing; be obscene or contain any sexually explicit images; contain any viruses or other computer programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information; or create liability for Company or cause Company to lose the loyalty of customers. Company may, at any time, modify Company's policies with regard to domain names and websites. Nothing in this Section 8.4 will limit Company's right to maintain websites other than

the Website(s) or to offer and sell products or services under the Denny's Marks from the Website, another website or otherwise over the Internet without payment or obligation of any kind to Franchisee.

8.5 Company may, at its option, establish or has established one or more Internet websites including mobile versions thereof, mobile applications, social media pages, and other advertising mediums ("Marketing Channels") to promote the Denny's Brand and may disable or terminate any Marketing Channel at any time without liability to Franchisee. Company will solely determine the design, content and functionality of its Marketing Channels. Franchisee acknowledges and agrees that Company (or its affiliate) is the principal of, and will retain all right, title and interest in and to any existing and future Marketing Channels owned, or operated by Company, or incorporating the Denny's Marks in any manner including use of any specific country code; all computer code used for or on Company's web sites; all text, images, sounds, files, video, designs, animations, layout, color schemes, trade dress, concepts, methods, techniques, processes and data used in connection with, displayed on, or collected from or through Company's Marketing Channels; and all intellectual property rights in or to any of the foregoing. Company may periodically include content that identifies Denny's restaurants operated under the Denny's Marks. For the avoidance of doubt, Franchisee is expressly prohibited from owning, operating, or launching any Marketing Channels of any kind without the express prior written consent of Company. At Company's request, Franchisee must sign any documents, submit any information and do any other things that Company reasonably requires to participate in any Marketing Channel administered by Company.

9. INSURANCE AND INDEMNIFICATION

9.1 During the Term, Franchisee will obtain and maintain insurance coverage in accordance with the Company's insurance requirements from time to time with insurance carriers acceptable to the Company. The coverage will commence when the Restaurant site is secured by Franchisee by executed deed, lease or sublease; will comply with the requirements of Franchisee's lease or sublease, if any, for the Restaurant site; and will include: (a) broad form comprehensive general liability coverage, including products liability and broad form contractual liability coverage, in the amount of at least One Million Dollars (\$1,000,000.00) combined single limit; (b) all risk insurance covering the building, structures, equipment, improvements and the contents in and at the Restaurant, on a full replacement cost basis, including an agreed amount endorsement if applicable, insuring against all risks of direct physical loss (except for such unusual perils as nuclear attack, earth movement and war); (c) business interruption insurance in actual loss sustained form covering the rental of the Restaurant site, previous profit margins, weekly royalty and advertising fees paid to the Company, maintenance of competent personnel and other fixed expenses; (d) workers' compensation insurance as may be required by applicable law; (e) liquor (dramshop) liability insurance if the Franchisee has a liquor or beer and wine license or sells alcoholic beverages in the Restaurant; (f) in connection with and prior to commencing any construction, refurbishment or remodeling of the Restaurant, Franchisee will maintain Builder's All Risks insurance and performance and completion bonds in forms and amounts acceptable to the Company; and (g) commercial umbrella insurance, with limits of not less than Five Million Dollars (\$5,000,000) to cover all primary underlying coverages. As proof of all required insurance, a certificate of insurance and endorsement will be submitted by Franchisee for the Company's approval prior to Franchisee's commencement of any activities or services to be performed under this Agreement. Franchisee will deliver a complete copy of Franchisee's then-prevailing policies of insurance to the Company within thirty (30) days following the delivery of the certificate of insurance.

9.2 Franchisee will also maintain a Grantor of Franchise endorsement and the Company, its parents, affiliates and subsidiaries will be named as an additional insured on all of such policies referenced in Section 9.1 above to the extent of their interests and will be provided with certificates of insurance evidencing such coverage prior to opening the Restaurant for business. Thereafter, Franchisee will provide certificates of insurance to the Company annually upon renewal or extension of the policies referenced in Section 9.1 above. All public liability and property damage policies will contain a provision that the Company, its parents, affiliates, and subsidiaries, although named as an insured, will nevertheless be entitled to recover under such policies on any loss occasioned to them, their affiliates, officers, agents and employees by reason of the negligence of Franchisee, its principals, contractors, agents or employees. All policies will extend to and provide indemnity for all obligations assumed by Franchisee hereunder and all other items for which Franchisee is required to indemnify the Company under the provisions of this

Agreement and will provide the Company with at least thirty (30) days' notice of cancellation or termination of coverage. The Company reserves the right to specify reasonable changes in the types and amounts of insurance coverage required by this Section 9. Should Franchisee fail or refuse to procure the required insurance coverage from an insurance carrier acceptable to the Company or to maintain it throughout the Term, the Company may in its discretion, but without any obligation to do so, obtain such coverage for Franchisee, in which event Franchisee agrees to pay the required premiums or to reimburse the Company therefor. The amount of such premiums will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement. Failure to maintain the required insurance or to promptly reimburse the Company for any premiums paid on behalf of Franchisee by the Company will constitute a default.

9.3 Franchisee, on behalf of itself, its affiliates, and their respective owners, officers and directors ("Indemnifying Parties"), will indemnify, defend and hold harmless the Company, its subsidiaries, parent and affiliates, shareholders, directors, officers, employees and agents ("Indemnified Parties") against and reimburse any one or more of the Indemnified Parties for any and all losses, claims, costs, expenses (including attorneys' fees), damages and liabilities arising out of or from or related to, any claims, directly or indirectly, arising out of or from or related to the operation of the Restaurant (including, without limitation, delivery, take-out, catering, or any other off-site sales activity), any breach of this Agreement, the Manuals, or the standards by the Indemnifying Parties, or any breach by the Indemnifying Parties of any other agreement between Company or its affiliate, on the one hand, and an Indemnifying Party on the other hand. Company has the right, at its option, to defend any such claim against it at Franchisee's sole cost and expense. If Franchisee defends any claim where Franchisor is named as a party, it may not enter into any settlement agreement or otherwise resolve or conclude the matter without Company's prior written consent. This indemnity will continue in full force and effect subsequent to, and notwithstanding, the expiration or earlier termination of this Agreement. Under no circumstances will Company or any other Indemnified Party be required to seek recovery from any insurer or other third party, or otherwise to mitigate its or Franchisee's losses, claims, costs, expenses, damages and liabilities in order to maintain and recover fully a claim against an Indemnifying Party. Any failure to pursue such recovery or mitigate a loss will in no way reduce or alter the amounts recoverable by Company or another Indemnified Party from an Indemnifying Party. Such losses, claims, costs, expenses, damages and liabilities will include, without limitation, those arising from latent or other defects in the Restaurant, whether or not discoverable by the Company, and those arising from the death of or injury to any person or arising from damage to the property of Franchisee or the Company, their agents or employees, or any third person, firm or corporation, whether or not such losses, claims, costs, expenses, damages or liabilities were actually or allegedly caused wholly or in part through the active or passive negligence of the Company or any of its agents or employees or resulted from any strict liability imposed on the Company or any of its officers, agents or employees.

9.4 Company will indemnify Franchisee against all losses, claims, costs, expenses, damages or liabilities actually caused wholly or in part through the active or passive negligence, or willful misconduct, of the Company or any of its agents or employees as a result of any breach of the PCI-DSS data or Customer Data collected by any third party at the direction of the Company.

10. OPERATING REQUIREMENTS

10.1 Company requires that each franchise group have sufficient financial resources as well as operating experience with a restaurant concept similar to Denny's. The operational component can be satisfied by one of the individual signatories of this Agreement or by an officer, managing member or owner of a Franchisee organized as a legal entity that has delivered a guarantee (pursuant to Section 21.2 or otherwise) (such person in either event is referred to as a "Managing Owner.") If there is no individual franchisee or owner/guarantor with sufficient restaurant operations experience, or if qualified individuals do not meet the other requirements for this role, then in either case the Franchisee must affiliate with a qualified operator (a "Designated Operator") and organize the franchise entity so that the Designated Operator has operational control over the Restaurant.

10.2 Franchisee will identify one or more Managing Owner or Designated Operator as the person(s) responsible for restaurant operations. Persons approved by Company during the franchise application or assignment process or subsequently (with respect to the Restaurant in particular) as satisfying Company's restaurant operating requirements will retain status as operationally approved, subject to meeting ongoing requirements which apply when and if they are in control of the Restaurant. For example, a Managing Owner who does not reside sufficiently close to a restaurant or does not supervise a restaurant on a regular basis may be operationally approved, so long as there is also a Designated Operator who satisfies these requirements. The Managing Owner would only need to satisfy the ongoing requirements at such time, if any, as he replaces the Designated Operator.

10.3 A Managing Owner must satisfy the following requirements: (a) be approved by the Company; (b) have a significant beneficial equity interest in the Restaurant business; (c) devote sufficient time to the Restaurant to provide effective management, oversight and direction; and (d) permanently reside close enough to the Restaurant to be there on a regular basis as well as on short notice as needed to oversee operations. Requirements (b) - (d) are ongoing.

10.4 A Designated Operator must satisfy the following requirements: (a) be approved by the Company; (b) either (i) have a beneficial equity interest of at least ten percent in the Restaurant business, or (ii) have an employment agreement with Franchisee approved by the Company under which the Designated Operator has a firm, durable and substantial stake in the success of the business of the Restaurant; (c) devote full time and best efforts to the supervision of Denny's restaurants; and (d) permanently reside close enough to the Restaurant to be there on a regular basis as well as on short notice as needed to oversee operations. Requirements (b) - (d) are ongoing.

10.5 The governing documents for a Franchisee organized as a legal entity must contain a provision substantially as follows, or otherwise acceptable to the Company:

Notwithstanding anything to the contrary in this or any other agreement by any parties concerning the operation of a Denny's restaurant: (x) any decision concerning the management or operation of the Denny's restaurant or the observance of standards established by DFO (Company) in the franchise agreement, brand standards manual, or otherwise, will require the consent of the person approved by DFO as Managing Owner or Designated Operator pursuant to the franchise agreement; and (y) any action concerning the foregoing matters taken, resolved or decided by the Managing Owner or Designated Operator will be binding on the Franchisee, regardless of whether other persons or parties support or oppose the matter. Where there is more than one Managing Owner or Designated Operator, a decision under item (x) may be adopted if supported by any one of them, and the consent of all of them may be required for a matter under item (y) to take effect.

10.6 From time to time at the request of Franchisee, the Company will evaluate any other person who satisfies the criteria to see if such person can be added or substituted as a Managing Owner or Designated Operator. Once such approval is granted in writing, from that time forward, any previously approved Designated Operator and Franchisee may cease to be bound by arrangements aimed at satisfying requirement 10.4(b). Anyone approved as a Managing Owner or Designated Operator who remains an owner of Franchisee will qualify as a Managing Owner or Designated Operator for purposes of decision making under Section 10.5, even though such person is not primarily responsible for Restaurant operations.

10.7 If at any time the Managing Owner or Designated Operator (or, where there are multiple approved Managing Owners or Designated Operators for a Restaurant, then all such individuals, or the last remaining one of them): (a) dies or becomes incapacitated; (b) ceases to satisfy the requirements of this Agreement; or (c) terminates, transfers or changes his/her ownership, agreements or employment with Franchisee so as to no longer meet the requirement 10.4(b) for a Designated Operator; then in any such event the Franchisee will be in default under this Agreement. Franchisee will have 120 days in which to designate and obtain Company's approval of a replacement Managing Owner or Designated Operator who satisfies all requirements. In addition, Franchisee will formulate and implement a plan satisfactory to

the Company to assure proper operation of the Restaurant in the interim. Approval of or compliance with such plan or other operating requirements will not extend the one hundred and twenty (120) day cure period.

10.8 Franchisee, individual guarantors, Managing Owners and Designated Operators will continuously certify compliance with these requirements, with documentation reasonably satisfactory to the Company, upon request.

10.9 The same person may serve as the Managing Owner or Designated Operator for multiple Denny's restaurants in one local area which are owned by the same franchise group, but circumstances will limit the number and location of restaurants which any individual can supervise effectively. If Franchisee owns or operates Denny's restaurants in separate localities, Franchisee must designate at least one different Managing Owner or Designated Operator for each area. Each Managing Owner or Designated Operator must satisfy the ongoing requirements for all the restaurants he supervises.

10.10 Throughout the Term the Restaurant will be managed by not less than three (3) managers who have completed the Company's manager training program and who exercise responsibility for the day-to-day operation of the Restaurant, including the preparation of food, accounting and the supervision and training of personnel. Each of these trained managers will be required to work at the Restaurant on a full-time basis and permanently reside near the Restaurant. One of the required managers can be the Managing Owner or Designated Operator if the full-time responsibilities of that person consist only of the Restaurant. Where the Managing Owner or Designated Operator oversees multiple restaurants, three other managers are required. A manager who is not the Designated Operator is not required to have an equity interest in the Restaurant business.

10.11 Notwithstanding any of the requirements in this Section, neither the Managing Owner nor Designated Operator are employees or agents of the Company. The Franchisee retains sole authority to hire, supervise, direct, discipline, and terminate the Managing Owner and Designated Operator at all times.

11. COMPLIANCE WITH MANUALS

11.1 Franchisee acknowledges and agrees that strict and continued adherence by Franchisee to the Company's standards, policies, procedures and requirements is expressly made a condition of this Agreement, so that failure on the part of Franchisee to so perform will be grounds for termination of this Agreement as provided in Section 18 hereof. The Company has prepared, and amends and revises, from time to time, manuals (the "Manuals") relating to the operation of restaurants in the Denny's System. Franchisee agrees to comply with any such amendment or modification as of the date that such amendment or modification becomes effective. The Company will loan to Franchisee one copy of the Manuals and the Manuals will at all times remain the sole property of the Company. Franchisee understands that the Company has entered into this Agreement in reliance upon Franchisee's representation that it will strictly comply with all the provisions of the Manuals. Any required standards exist to protect our mutual interests in the Denny's System and the Trademarks and not for the purpose of establishing any control or duty to take control over those matters that are reserved to the Franchisee.

11.2 Franchisee agrees that it is in the best interest of the business conducted at the Restaurant to prepare and serve food in the Restaurant only from ingredients which meet the product specifications set forth in the Manuals (the "Specifications.") Franchisee further agrees that all products, equipment, goods, inventory and supplies used in connection with the Restaurant including, without limitation, the coffee will comply with these Specifications.

11.3 Franchisee acknowledges that it has received a copy of the Manuals. The Company has consulted with the vendors set forth in the approved supplier list comprising the Manuals, and each vendor has agreed to offer products, equipment, goods, inventory, supplies or paper products which will comply with the Specifications. Manuals, in the form of approved supplier lists and Specifications, are furnished to Franchisee for Franchisee's convenience only, and Franchisee will be entitled to purchase products, equipment, goods, inventory, supplies and paper products which comply with the Specifications

from any other vendor offering such items. If Franchisee desires to purchase any products from any unapproved vendor, Franchisee will first submit to the Company a written request for approval of any such vendor prior to Franchisee's use of any such unapproved vendor, or Franchisee will request the vendor itself to do so. The Company will have the right to require that its representatives be permitted to inspect the vendor's facilities, and that samples from the vendor be delivered, either to the Company or to an independent laboratory designated by the Company for testing. The Company reserves the right, at its option, to re-inspect the facilities and products of any approved vendor and to revoke its approval upon the vendor's failure to continue to meet any of the Company's then-current criteria. Nothing in the foregoing will require the Company to approve any vendor. The Company agrees to evaluate any item which Franchisee is considering procuring to determine whether such item complies with the Specifications. No charge will be made by the Company for the services of the Company's employees in connection with such evaluation; however, Franchisee will reimburse the Company for amounts paid to independent laboratories or consultants chosen by the Company in its sole discretion to assist in such evaluation. All such amounts will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement. This Section 11 applies equally to distributors (at any level, including without limitation redistributors and firms delivering and selling directly to restaurants) and to ultimate vendors, who may sell to restaurants through approved distributors.

Company and the DFA have created a body known as the Supply Chain Oversight Committee ("SCOC") to collaborate on strategic supply chain oversight and improvements for traditional, full-service restaurants within the contiguous 48 United States. Franchisee is obligated to enter into a Franchise Participation Agreement in the form approved from time to time by the SCOC.

Through December 31, 2020, Company as franchisor agrees to provide, at Company's expense, and without cost to Franchisee:

- (1) procurement services for substantially all food, beverage and single use supplies which Company specifies from time to time for use in the United States and that move through the distributor serving the greatest number of restaurants in the United States. This would not necessarily include:
 - a. items delivered directly to restaurants by the vendor, including without limitation produce, locally baked goods and dairy.
 - b. furniture, fixtures and equipment
- (2) oversight of one distributor serving the greatest number of restaurants in the United States, to monitor the distributor's compliance with the terms of the contract under which it serves the Denny's system.

These services will be similar and scope, quality and expertise to the Company's practice in 2014. To the extent the SCOC determines that any of the procurement services which fall under this provision should be handled by a third party, or that any products which currently fall under subsection (1) should be purchased or distributed in a different manner compared to the Company's practice on January 1, 2014, then in either such event, Company will thereafter have no further obligation under this Section with respect to such services or products.

11.4 As uniformity of appearance and public recognition are materially important to the financial success of Franchisee and the Company, Franchisee agrees that in connection with the operation of the Restaurant, Franchisee will:

- a. Use only uniforms, menus, signs, cards, posters, notices, displays, decorations, table tents and other such advertising materials which are identical in appearance and quality to those furnished or approved by the Company. The Company agrees to make its menu-stock (preprinted as to all matters other than menu prices), including specials and featured items, available to Franchisee for printing if Franchisee elects to charge prices not provided for in the Company's menu codes. Franchisee agrees that all specials or featured items designated by the Company will be included as part of the menu and will be made available on the days and times designated by the Company at an additional cost; and

b. Not authorize or permit in the Restaurant, or on behalf of the Restaurant business, any advertising, signs, cards, posters, notices, displays, decorations or table tents other than those described in Section 11.5.a, nor authorize or permit in or around the Restaurant any products or services which are not offered in Company-operated restaurants, without the prior written consent of the Company.

12. RESTAURANT MAINTENANCE, REPAIR AND REMODELING

12.1 Maintenance and repair of the Restaurant are the sole responsibility and will be done at the expense of Franchisee. For the Term, Franchisee agrees to maintain the Restaurant in full working order and good repair, at Franchisee's sole cost and expense including, but not limited to the Restaurant building, parking lot, signs, fixtures, equipment, furniture, decor, wares, utensils, supplies, inventory, fixtures and other intangibles. Franchisee will replace any of the Restaurant's equipment and fixtures and repaint the Restaurant as necessary to satisfy this Section 12. Replacement equipment and fixtures will be of the same type and quality as are being used in new Denny's restaurants at the time replacement is required. All replacement equipment and fixtures will comply with the Company's requirements and specifications. Franchisee further agrees to keep the Restaurant in a clean, safe and sanitary condition at all times, at Franchisee's sole cost and expense, in accordance with the Manuals, the lease or sublease for the Restaurant site and all applicable federal, state and local laws.

12.2 Franchisee agrees that it will not make any addition to or change in the physical appearance, decor, characteristics or style of the Restaurant without the prior written consent of the Company.

12.3 At any time during the Term, the Company may require Franchisee at Franchisee's expense to remodel the Restaurant, as the condition of the building may require, to then current Denny's standards, format and design, which Denny's will not require more than once every eight (8) years in accordance with the provisions of this Section 12. If Franchisee purchases a Company-owned Restaurant, then the Company will require Franchisee to perform the first remodeling of the Restaurant no later than

12.4 All signs to be used in connection with the Restaurant, both exterior and interior, must conform to the Company's sign criteria as to type, color, design and location and be approved in writing by the Company prior to installation or display. As a requirement separate and apart from the periodic remodel, which may also include sign replacement, Franchisee will change its signs to conform to updated or revised requirements of the Company when such revisions have been implemented at seventy percent (70%) of the Company's then-operated Denny's restaurants.

13. HOURS OF OPERATION, OFF-SITE SALES AND DELIVERY

13.1 Franchisee agrees to keep the Restaurant fully operational and open to the public twenty-four (24) hours per day, seven (7) days per week throughout the Term, unless the Company requests or authorizes different days or hours of operation in writing. If the Restaurant is closed for reasons beyond Franchisee's control, Franchisee will immediately notify the Company by the fastest means available. Franchisee will supply to the Company prior to commencement of the construction or remodeling work of the Restaurant proof that the Restaurant is allowed to be open to the public twenty-four (24) hours per day, seven (7) days per week by the applicable local government authorities and the landlord under the lease for the Restaurant site, if any.

13.2 Franchisee will only offer and sell food and beverage items from the premises of the Restaurant in accordance with the standards. Except as provided below, Franchisee may not offer food or beverage items from satellite, temporary sites, mobile vehicles, carts or kiosks, electronic media (such as the Internet, social media and networking sites and mobile applications including online ordering applications of an "Aggregator" as defined below in this Section 13.2), telephone sales and/or direct mail. An "Aggregator" means a third-party aggregator (including, as an example and without limitation, DoorDash,

UberEats, or Grubhub) or a third-party logistics provider (including, as an example and without limitation, Postmates or Amazon).

13.3 Company may require Franchisee to offer take-out to customers located within a geographic area around the Restaurant as designated in writing by Company ("Designated Area") and in accordance with its standards. Franchisee acknowledges that such standards may contain terms for Franchisee's resolution of customer service-related issues.

13.4 Franchisee acknowledges that Company or Company's affiliate owns, maintains and otherwise participates in an Online Ordering Site for Restaurants operated by Company or Company's affiliates. Franchisee must request and receive Company's prior written approval in order to have the right to offer and sell food and beverage items for take-out or catering from the Restaurant or by delivery through Company's, Franchisee's or any third-party supplier of delivery services, including through any Online Ordering Site (defined in this Section 13.4 below) owned or maintained by (i) Company or its affiliate; (ii) Franchisee or Franchisee's affiliate or (iii) an Aggregator. All revenue from delivery, take-out, or catering sales will be deemed part of gross sales inclusive of any ordering, delivery, or transaction fees. "Online Ordering Site" means one or more related documents, designs, pages or other communications that can be accessed through electronic means including, but not limited to, the Internet, World Wide Web webpages, microsites, social networking sites, blogs, vlogs, and applications to be installed on mobile devices including online ordering and delivery applications for food and beverage items offered by Company, Franchisee or an Aggregator to any customer.

a. If Company grants Franchisee the right to own or maintain an Online Ordering Site or the right to participate in an Aggregator's Online Ordering Site, such activity will be deemed to constitute "marketing" for the purposes of this Agreement. All provisions of this Agreement applicable to the Denny's Marks, quality of foodservice, food and beverage items, advertising and marketing will apply to the Franchisee's ownership, use of or participation in an Online Ordering Site.

b. Franchisee will submit to Company for prior written approval a sample of the proposed Online Ordering Site name, domain name, format, visible content (including, without limitation, screen shots) and non-visible content including but not limited to meta tags, in the form and manner Company requires. No modifications by Franchisee or its affiliate of the Online Ordering Site may be made without Company's prior written approval of such proposed use or modification.

c. Franchisee will comply with the standards applicable to its or any other Online Ordering Sites that Company may prescribe in the Manuals or otherwise in writing including but not limited to requirements pertaining to Franchisee's compliance with any terms and conditions negotiated by Company with any Aggregator and designating Company as the sole or co-administrator of Franchisee's or its affiliate's Online Ordering Site.

d. If Company requires, Franchisee will establish such links to Company's Online Ordering Site and others as requested in writing.

e. If Company requests, Franchisee will make weekly or other periodic updates to Company's Online Ordering Site to reflect information about the food and beverage items offered at the Restaurant.

f. Company may require Franchisee to make Company the sole administrator or co-administrator of any social networking pages that Franchisee maintains or that are maintained on Franchisee's behalf and Company will have the right, but not the obligation, to exercise all rights and privileges that an administrator may exercise.

g. All Customer Data obtained by, through, or from an Online Ordering Site owned or maintained by Franchisee or Franchisee's affiliate (or for the benefit of Franchisee) is the joint property of Company and Franchisee unless otherwise approved in writing by Company.

h. Any Aggregator must be approved by Company as an approved supplier in accordance with Section 11.3.

i. Any contract between Franchisee and any Aggregator must comply with Company's standards for an Online Ordering Site, including the foregoing provisions.

Any delivery or catering services may be restricted to customers located in the Designated Area. For the avoidance of doubt, Company, at Company's sole option, may authorize Franchisee to perform delivery or catering services to customers located outside the Designated Area and may authorize restaurants located outside the Designated Area, including restaurants operated by Company, Company's affiliates, or other franchisees, to perform delivery or catering services to customers located within the Designated Area if the Franchisee either elects not to participate or is deemed ineligible to participate.

14. PERSONNEL STANDARDS

14.1 Franchisee will have sole authority and control over the day-to-day operations of the Restaurant and its employees. Franchisee shall have sole responsibility to determine whom and how many to employ, terms of employment, scheduling employee workhours, how to assign work, and when and how to discipline and terminate its employees. Franchisee is solely responsible to recruit, hire, train, and supervise Restaurant employees. Franchisee is solely responsible for ensuring that all employees are, at all times during employment in the Restaurant, adequately trained and supervised in connection with the performance of their duties. Franchisee will also require its employees, in the performance of their duties, wear neat, clean, and uniform attire as described in the Manuals.

14.2 Franchisee acknowledges that adequate training and supervision is necessary in order to ensure that the Restaurant personnel provide service to the public in a courteous, efficient, and skilled manner and in accordance with the standards set forth in the Manuals. Franchisee understands and agrees that Franchisee is solely responsible for the performance of its employees.

14.3 Franchisee is solely responsible for setting all wages and maintaining hours, working conditions and other benefits for all of its employees in accordance with all federal, state, and local laws. Franchisee shall comply with all federal, state, and local employment laws, including but not limited to the Fair Labor Standards Act (FLSA), Family and Medical Leave Act (FMLA), Occupational Safety and Health Act (OSHA), Employee Retirement Income (ERISA), Title VII, the Age Discrimination in Employment Act, and the Affordable Care Act. Franchisee is solely responsible for seeking legal advice and maintaining compliance with any new or amended laws and regulations concerning employment matters.

14.4 Franchisee is solely responsible for maintaining all employee time, payroll and tax records and to file required reports thereon in accordance with all federal, state and local laws.

14.5 Franchisee retains the sole responsibility and independent authority, notwithstanding any provision of this Agreement, to maintain and enforce personnel policies and procedures including, but not limited to hiring, firing and disciplining its employees. The Company is not the employer of the Franchisee's employees. The Company does not have direct or indirect control or authority over the Franchisee's employment decisions. The Company has no duty to direct or supervise Franchisee's employees, or to oversee Franchisee's employment policies or practices. The Company will have no involvement in any employee administrative functions of the Restaurant including, but not limited to handling payroll, providing workers' compensation insurance, providing safety equipment, tools or materials required for the operations of the Restaurant, all of which shall be the responsibility of Franchisee. Nothing contained in this Agreement will be construed or interpreted so that any employee of Franchisee becomes or is deemed to be an employee or agent of the Company. Franchisee will be solely responsible for the maintenance and handling of all employee matters in the manner required by this Section 14, and Franchisee agrees to defend, indemnify, and hold the Company, its parent, and its affiliates and subsidiaries harmless for any failure by Franchisee to act in such a manner.

15. INSPECTIONS

15.1 In order to maintain the high standards of quality necessary for the mutual success of the Company and Franchisee, the Company and its authorized representatives will have the right to: (1) inspect, at any and all times, the Restaurant and the supplies, inventory and facilities of Franchisee; (2) observe and evaluate the operations being conducted at the Restaurant; and (3) conduct market studies.

15.2 In connection with such inspections, the Company and its authorized representatives may deliver to Franchisee an inspection report in such form as may be adopted by the Company from time to time (the "Inspection Report"). The Inspection Report will indicate the principal items inspected, observed and evaluated.

15.3 If any such Inspection Report indicates a deficiency or unsatisfactory condition with respect to any item listed thereon, Franchisee will promptly commence to correct or repair such deficiency or unsatisfactory condition and thereafter diligently pursue the same to completion. If Franchisee does not correct or repair, the Company, in addition to all other available rights and remedies, including the right to terminate this Agreement pursuant to Section 18, will have the right, but not the obligation, to forthwith make or cause to be made such correction or repair. The expenses thereof, including, without limitation, meals, lodging, wages and transportation for the Company's personnel, if so utilized in the Company's sole discretion, will be reimbursed by Franchisee. All such expenses incurred by the Company pursuant to this Section will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement.

16. TRAINING

16.1 The Company and Franchisee agree that it is important to the operation of the Restaurant that Franchisee's employees receive such training as the Company may recommend from time to time. Company may, in its sole discretion, schedule more training to franchisees opening their first Denny's restaurant than to franchisees who have experience operating Denny's restaurants. Franchisee agrees:

a. Franchisee, Managing Owner or Designated Operator, and a minimum of three (3) (two (2) if Managing Owner or Designated Operator is a manager) of Franchisee's managers will attend, at a time mutually convenient to Franchisee and the Company an initial training program (or segments thereof at the Company's discretion) for Franchisee, Managing Owner, Designated Operator and managers offered by the Company in order to train Franchisee's personnel in the Denny's System. Such training will be completed to the Company's satisfaction prior to the Opening Date. The Company will impose no charge for such initial training session for Franchisee and at least four personnel designated by Franchisee to attend such session, but Franchisee and Franchisee's personnel will be responsible for any and all expenses incurred by them in connection with any training program including, without limitation, the cost of wages, insurance, transportation, lodging and meals.

b. After the initial training session is completed, any person employed by Franchisee as a Managing Owner, Designated Operator or a manager of the Restaurant must attend and complete, to the Company's satisfaction, such training session as the Company may recommend. Company will impose no charge for such additional management training.

c. In addition to the initial management training session described above, the Company may assist Franchisee in the initial opening by the Franchisee of the Restaurant by sending to the Restaurant, at the Company's sole option, an opening training crew consisting of the Company's personnel. Such opening training crew will assist in training and developing Franchisee's personnel. However, at no time will the opening training crew have any authority, control, or supervision over Franchisee's employees. The opening training crew will serve only as trainers in the Denny's System and will not be responsible for discipline or other employment related supervision over Franchisee's employees. Franchisee will pay to Company the then current fee for such opening training. Such fee includes estimated or typical lodging, meals, travel expenses, transportation and other expenses of the Company's personnel comprising

such opening crew. Franchisee must notify Company, in writing, of proposed opening date and need for opening crew at least forty-five (45) days prior to scheduling the opening crew. If, through no fault of Company, the opening crew has to be rescheduled within thirty (30) days of the beginning training date, Franchisee will reimburse the Company for all direct costs (including all penalties charged to Company for changing airfare or other transportation) incurred by Company. Likewise, if the opening training is delayed through no fault of the Company, Franchisee must reimburse the Company for all direct costs associated with such delay (including all compensation, wages, lodging, meals, travel expenses and transportation of the opening crew).

d. The Opening Date will not be set nor will the Restaurant open until the Company is satisfied that Franchisee, Managing Owner, Designated Operator, Franchisee's managers and other restaurant personnel have been adequately trained in the Denny's System.

16.2 Franchisee and the Company agree that as new developments in the Denny's System occur, the Company may recommend that Franchisee and Franchisee's personnel attend, at Franchisee's expense, refresher, or additional courses of training conducted by the Company or third parties. Franchisee is solely responsible for ensuring compliance with any such recommendation. In such event, the Company will give Franchisee thirty (30) days prior written notice of the commencement of such refresher or additional courses. The Company or a third party may impose a modest training fee for such refresher or additional courses recommended by the Company, and Franchisee will be responsible for any and all expenses incurred in connection with any such refresher or additional courses of training including, without limitation, the cost of transportation, lodging, meals and wages.

16.3 Franchisee's managers may also attend such optional training programs and seminars as the Company may offer from time to time. Franchisee will pay to the Company, for each person attending such programs, the training fee then charged by the Company for any such optional programs. If any such training fee is imposed upon Franchisee by the Company, the training fee will be in addition to any other expenses incurred by Franchisee and its personnel attending such optional programs as described in Section 16.1 and 16.2.

16.4 Franchisee understands and agrees that the Company will not be obligated or liable to any trainee, including Franchisee, for any compensation, wages, lodging, travel expenses or any other expenses, in connection with any initial training sessions, refresher courses or optional training programs, nor will any such trainee be considered an employee or agent of the Company. The Company will have no control or authority over Franchisee's employees at any time. All training is solely for the benefit of the Brand uniformity.

17. ASSIGNMENT

17.1 The Company will have the right to assign this Agreement in whole or in part to any person, firm or corporation; provided, however, that with respect to any assignment resulting in the subsequent performance by the assignee of the obligations of the Company hereunder:

a. The assignee will be financially responsible and economically capable of performing the obligations of the Company;

b. The assignee will expressly assume and agree to perform such obligations of the Company in writing; and

c. From and after the date of any such assignment, the Company will have no further obligation or liability under this Agreement.

17.2 The parties acknowledge that this Agreement is personal in nature with respect to Franchisee, being entered into by the Company in reliance upon and in consideration of the personal skills, qualifications and trust and confidence reposed in Franchisee and Franchisee's present owners, partners, members, managers or officers if Franchisee is a legal entity. Therefore, except as provided in Section

17.3 and 17.4, the rights, privileges and interests of Franchisee under this Agreement including, but not limited to the right to operate the Restaurant and use the Denny's Marks, will not be assigned, sold, transferred, leased, divided or encumbered, voluntarily or involuntarily, in whole or in part, by operation of law or otherwise.

17.3 If Franchisee (or any signatory of this Agreement) desires to transfer or assign all or any part of its rights, privileges and interests under this Agreement or in the Restaurant or business Franchisee operates pursuant to this Agreement, Franchisee will first offer such assignment to the Company by notifying the Company in writing and will provide to the Company such information and documentation relating to such proposed assignment as the Company may require. The Company will have the right to acquire said rights, privileges and interests of or in Franchisee by accepting the offer in accordance with said terms and conditions or equivalent cash. If within thirty (30) days after receipt of Franchisee's notice, the Company advises Franchisee of its acceptance of the offer as stated in the notice, Franchisee agrees to promptly make the assignment to the Company on the stated terms and conditions. Should the Company elect to exercise its right of first refusal, Franchisee will take all action necessary to cause Franchisee's lease or sublease, if any, with the lessor for the Restaurant site to be assigned to the Company.

17.4 If within thirty (30) days after receipt of Franchisee's notice, the Company does not indicate its acceptance of the offer as stated in the notice, Franchisee will thereafter have the right, subject to the prior written consent of the Company, to make the assignment to another person, firm or corporation on the same terms and conditions as stated in the notice. Should the Company not exercise its right of first refusal and should the contemplated assignment not be completed within ninety (90) days from the date of Franchisee's notice, or should the terms and conditions thereof be altered in any way, this right of first refusal will be reinstated, and any subsequent proposed assignment or the altered terms and conditions for the transaction must again be offered to the Company in accordance with the terms of these Section 17.3 and 17.4. Franchisee will notify the Company in writing of any proposed assignee and will promptly furnish the Company with such other information and documentation as the Company may request for the purpose of considering whether to grant its written consent. The Company may grant or withhold its written consent for any reason in the exercise of its sole, subjective judgment. Furthermore, the Company will be entitled to impose the following conditions precedent to its written consent to any such assignment:

a. The assignee (and its partners or the officers, directors and principal shareholders of the assignee, as the case may be) will be determined by the Company:

(i) To have adequate experience in operating and maintaining a restaurant;

(ii) To be financially responsible and economically capable of carrying on the Restaurant business; and

(iii) To not have been convicted of a felony or other criminal misconduct that is relevant to the operation of the Restaurant;

b. The assignee (and its partners or each of the officers, directors and principal shareholders of the assignee, as the case may be) expressly assumes in writing for the benefit of the Company all of the obligations and liabilities of Franchisee under this Agreement and any documents related thereto, including, but not limited to, the lease or sublease for the Restaurant and shall sign the ancillary documents Company requires for Denny's franchisees and its principals to be bound by this Agreement. If the seller's franchise agreement has less than five (5) years remaining, Company may require that the assignee and its principals sign the Company's then-current form of franchise agreement but with the same financial terms as this Agreement for the remaining term of this Agreement. The financial terms will increase or decrease to the then-current financial terms upon the original expiration date of this Agreement;

c. The assignee agrees to refurbish and remodel the Restaurant to the Company's then-current standards and to undertake such training as the Company deems necessary in connection with the operation of the Restaurant;

- d. The assignee represents to the Company in writing that the assignee:
- (i) Has conducted an independent study of the Restaurant and the business therein;
 - (ii) Has not in any way relied upon statements or representations of the Company, or its employees or agents, except as may be contained in a Franchise Disclosure Document or other comparable disclosure document which is required to be delivered to such assignee in accordance with applicable law; and
 - (iii) Acknowledges and understands that the assignee's rights upon assignment are conditioned on full performance of Franchisee's obligations hereunder and are limited to those expressly provided for in this Agreement;
- e. As of the date of such assignment, Franchisee will have fully performed and complied with all of its obligations to the Company, whether under this Agreement or any other agreement, arrangement or understanding with the Company;
- f. The assignee will successfully complete at its expense, any training program the Company may require in connection with the assignment of this Agreement;
- g. Franchisee will pay and discharge all outstanding obligations to third parties arising from the existence, operation or maintenance of the Restaurant including, without limitation, amounts owing under the lease or sublease, if any, for the Restaurant site or to employees, vendors, taxing authorities, utility companies and others as of the assignment date;
- h. Franchisee will pay to the Company an assignment fee established by Company from time to time, and Franchisee agrees and acknowledges that such fee will be due and payable upon submission by Franchisee of an application to request an assignment, whether or not such assignment is ultimately consummated or approved; and
- i. Upon consent of the Company to any assignment, Franchisee will bring all accounts with the Company or its affiliates current, including any amounts still due and owing under any promissory note executed by Franchisee in favor of the Company or its affiliates, and Franchisee and its principals will execute a general release of all claims against the Company, in a form satisfactory to Company.
- j. Franchisee and assignee will execute the Company's standard assignment documentation.

17.5 Any assignment or purported assignment of Franchisee's rights, privileges or interests under this Agreement without the Company's written consent will be null and void, of no force and effect, and will constitute grounds for termination of this Agreement as provided in Section 18.

17.6 If Franchisee is a corporation or if this Agreement is assigned to a corporation, an assignment of this Agreement will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of any one class of outstanding capital stock or voting power of such corporation has been sold, transferred, pledged or assigned to persons or entities other than the original shareholders of the corporation at the time the corporation acquired the franchise. If Franchisee is a general partnership or if this Agreement is assigned to a general partnership, an assignment of this Agreement will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of all partnership interests have been sold, transferred, pledged or assigned to other than the original partners who entered into this Agreement or obtained an assignment of this Agreement. If Franchisee is a limited partnership or if this Agreement is assigned to a limited partnership, an assignment of this Agreement will be deemed to have occurred when the partnership interests of one or more general partners have been sold, transferred, pledged or

assigned to other than the original general partners who entered into this Agreement or obtained an assignment of this Agreement on behalf of the limited partnership. If Franchisee is a limited liability company or if this Agreement is assigned to a limited liability company, an assignment of this Agreement will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of the membership shares of such limited liability company have been sold, transferred, pledged, or assigned to persons or entities other than the original members of the limited liability company at the time the limited liability company acquired the franchise. All transfers of ownership in an entity franchisee, even if less than twenty-five percent (25%), will be immediately reported by Franchisee to the Company. Notwithstanding any of the above stated thresholds relating to assignments by a Franchisee that is a legal entity, any such transfer by a person acting as the Managing Owner or Designated Operator, as required by Section 10 of this Agreement, will constitute an assignment of this Agreement.

17.7 If an assignment is deemed to have occurred under any of the provisions of Section 17.6, then prior to the assignment and transfer being consummated, the Company will have the option to purchase not only the interests being transferred, but also the remaining interests, so that the ownership of the Company will be one hundred percent (100%). Any purchase of such remaining interests will be valued on a basis proportionate to the price of the interests initially being offered. Should the Company elect to exercise its right of first refusal, the Company and Franchisee will either terminate the lease or sublease, if any, for the Restaurant site or will take all action necessary to cause Franchisee's lease or sublease, if any, to be assigned to the Company.

17.8 Any assignment based upon the legal incapacity of Franchisee, whether by operation of law or otherwise, will be subject to the Company's written consent as provided herein.

17.9 If this Agreement is assigned, Franchisee and any guarantors will remain liable to the Company for the continuing obligations hereunder, and the Company's consent to any transfer will not constitute a waiver of any claims it may have against parties originally liable.

17.10 Any transfer of this Agreement or any interest in this Agreement by will or intestate succession, or the sale of this franchise by the executor or administrator of Franchisee's estate, will be considered to be a transfer requiring compliance with the provisions of this Section 17, including the requirements concerning the Company's written approval of the assignee, the assignee's qualifications and training, and the execution of agreements. If the Company does not approve the qualifications of any heir or beneficiary of Franchisee to operate the Restaurant, the executor or administrator of Franchisee's estate will have a period of six (6) months following written disapproval to sell the franchise business to an assignee acceptable to the Company, during which six (6) month period the Restaurant will be operated in accordance with all the terms and provisions of this Agreement. Such sale will be subject to the Company's right of first refusal pursuant to Section 17.3, 17.6 and 17.7. If such a sale is not concluded within that period, the Company may terminate this Agreement.

18. DEFAULT AND TERMINATION

18.1 In addition to all other available rights and remedies, the Company will have the right to immediately terminate this Agreement after written notice to Franchisee upon the occurrence of any of the following events:

a. Failure of Franchisee to pay to the Company any fees, costs, charges or other amounts due under this Agreement within five (5) days after notification that such amounts are overdue;

b. Failure of Franchisee to pay when due any rent, taxes or other payments required under any sublease with the Company or its affiliates for the Restaurant within five (5) days after notification that such amounts are overdue;

c. Failure of Franchisee to pay when due any payments or sums required to be paid to the Company under any Promissory Note given to the Company for payment of all or a portion

of the amounts due under Section 6 of this Agreement within five (5) days after the due date thereof; provided, however, that Franchisee will be permitted no more than twice during any twelve (12) month period to cure such failure within five (5) days;

d. Failure of Franchisee to cure, within ten (10) days after written notice from the Company, any default by Franchisee under any loan, note or other obligation which is obtained from any third party to assist Franchisee to make any payment due the Company hereunder or which is secured by all or any part of Franchisee's interest in the Restaurant, the Restaurant site, or the improvements or furniture, fixtures or equipment therein;

e. Failure of Franchisee to comply with any provision, standard or requirement of this Agreement, of any other agreement between the parties related to the Restaurant (including any development agreement), of any agreement with a third party which Company requires Franchisee to enter into related to the Restaurant, or of the Manuals where the noncompliance is not otherwise covered in this Section 18, after being given notification thereof and a reasonable opportunity, which in no event need be more than thirty (30) days, to cure such default;

f. The commission by Franchisee (or an officer or director of or a shareholder in Franchisee, if Franchisee is a corporation, or a general or limited partner of Franchisee, if Franchisee is a partnership, or a member, if Franchisee is a limited liability company) of a felony, a crime involving moral turpitude, or any other crime or offense that the Company believes is reasonably likely to have an adverse effect on the Denny's System, the good will associated therewith, or the Company's interest therein; or

g. Franchisee is issued a written notice of violation (which would include but not be limited to notices of default) three or more times in any twelve (12) month period as a result of Franchisee's failure to comply with any provision, standard or requirement of this Agreement, with any other agreement between the parties related to the Restaurant, or with the Manuals, regardless of whether Franchisee corrects any breach or violation and regardless of whether such violations are related to each other.

h. Failure of Franchisee to participate in or a default under the Company's Payment Card Agreement as required under Section 7.3.

18.2 In addition to all other available rights and remedies, the Company will have the right to immediately terminate this Agreement without prior notice to Franchisee upon the occurrence of any of the following events:

a. Failure of Franchisee, for a period of ten (10) days after notification of non-compliance, whether from Company or a third party, to comply with any federal, state or local law applicable to the operation and maintenance of the Restaurant, including, but not limited to, public health and safety requirements;

b. Reasonable determination on the part of the Company that continued operation of the Restaurant by Franchisee will result in an imminent danger to public health or safety;

c. Franchisee at any time ceases to operate or otherwise abandons the Restaurant without the consent of the Company or loses the right to possession of the Restaurant premises, or otherwise forfeits the right to do or transact business in the jurisdiction where the premises of the Restaurant are located. If, however, through no fault of Franchisee, the Restaurant premises are lost, damaged, or destroyed by an event such that repairs or reconstruction cannot be completed within sixty (60) days thereafter, then Franchisee will have thirty (30) days after such event in which to apply for the Company's approval to relocate or reconstruct the premises, which approval will not be unreasonably withheld.

d. Franchisee or the Restaurant business is declared bankrupt or judicially determined to be insolvent, or all or a substantial part of the assets comprising the Restaurant are assigned to or for the benefit of any creditor, or Franchisee admits its inability to pay its debts as they come due;

- e. Franchisee rejects this Agreement in any bankruptcy proceedings;
- f. A levy of execution is made upon the Restaurant, upon the license granted by this Agreement or upon any property used in the Restaurant business, and it is not discharged within five (5) days of such levy;
- g. The attachment of any involuntary lien in the sum of One Thousand Dollars (\$1,000.00) or more upon any of the business assets or property of Franchisee, which lien is not removed, or for which Franchisee does not post a bond sufficient to satisfy such lien, within thirty (30) days of the filing of such lien;
- h. The Restaurant business, equipment or premises are seized, taken over or foreclosed by a creditor, lien holder or lessor; provided, however, that Company's right to terminate will not arise until the time for appeal has expired; and provided further that this will not include judgment which has been validly appealed where a supersedeas or other appeal bond has been filed;
- i. The right to occupy or lease the Restaurant site is lost or terminated;
- j. Any material misrepresentation is made by Franchisee in connection with the acquisition of the franchise or Franchisee or any of its partners, officers, directors or principal shareholders is convicted of a felony or any other criminal misconduct that Company reasonably determines is relevant to the operation of the Restaurant;
- k. Franchisee engages in conduct that is harmful or reflects unfavorably upon the operation and reputation of the Restaurant business, the Franchisee or the Denny's System. This may include exhibiting a reckless disregard for the physical or mental well-being of employees, customers, Company representatives, or the public at large; battery; assault; sexual harassment; other forms of threatening, outrageous or unacceptable behavior; or failure by Franchisee to comply with Title II of the Civil Rights Act of 1964 or with any requirement established by the Company to ensure the fair and impartial treatment of guests.
- l. The failure of Franchisee to open or operate the Restaurant in accordance with and by the times set forth in Section 4.1.a or 4.2.a;
- m. If Franchisee leases or subleases the Restaurant site or the leasehold improvements thereon from a third party, the failure of Franchisee to cure any and all defaults under the terms and provisions of any such lease or sublease within the time provided for the curing of any such default(s) in any such lease or sublease;
- n. Any purported assignment, transfer or sublicense of this franchise, or any right hereunder, without the prior written consent of the Company as set forth in Section 17;
- o. A default in any obligation to Company or its affiliates continues beyond any notice and cure period under any other agreement, including any other franchise agreement, personal guarantee, lease, sublease, promissory note or credit card agreement, and either: (1) the party in default is Franchisee or any guarantor of this Agreement, or (2) the other agreement in default is guaranteed by Franchisee or any guarantor of this Agreement [e.g., contracts with the same guarantor are cross-defaulted]; or
- p. Failure of Franchisee to maintain required insurance coverage and name Company, its parent, subsidiaries and affiliates as additional insureds as set forth in Section 9.1 and 9.2.

18.3 Recognizing that the failure of the Franchisee to meet the standards required in the System may endanger the reputation and operations of franchisees operating other Denny's restaurants as well as potentially endangering the general public, Franchisee and Company agree that, if operations at

the Restaurant fall below the standards required by Company, Company will, in its sole discretion, in addition to and not in lieu of its right to terminate this Agreement, have the right to require that the Franchisee close the Restaurant to the public until the Franchisee is able to establish to Company's reasonable satisfaction that operations at the Restaurant will reliably meet, maintain or exceed the Company's standards.

18.4 In addition to all other available rights and remedies, the Company will have the right to take action to enforce performance of a cure for any default. In such event, Franchisee will reimburse Company for any reasonable: (a) travel and attorneys' fees, costs and expenses; (b) amounts paid to any third parties; and (c) the full, prorated salary, payroll expense and benefit cost related to the time expended by any employees, to the extent any of the foregoing are incurred by Company or its affiliates in effecting or overseeing the cure or enforcing Company's rights. Franchisee agrees to pay interest to the Company on any amounts which may become due to the Company from Franchisee, if such are not paid when due, at the rate of fifteen percent (15%) per annum or the maximum interest rate permitted by law, whichever is less.

19. RIGHTS AND OBLIGATIONS UPON TERMINATION

19.1 In the event of expiration or earlier termination of this Agreement:

a. Franchisee will promptly cease to use, in any manner and for any purpose, directly or indirectly, and will immediately return to the Company any of the Company's Manuals, trade secrets, proprietary information, rights, interests, policies, procedures, techniques, methods and materials acquired by Franchisee in connection with the franchise relationship established by this Agreement, including, but not limited to, the following:

- (i) Specifications, recipes and descriptions of food products;
- (ii) The Company's Manuals, memoranda, bulletins, forms, reports, instructions, directives and supplements thereto;
- (iii) Training methods and materials provided by the Company hereunder;
- (iv) Brochures, posters and other advertising materials; and
- (v) The Denny's Marks, including without limitation, all trademarks, trade names, service marks, logotypes, labels, designs and other identifying symbols and names pertaining thereto;

b. Franchisee will immediately, but in no event later than thirty (30) days following closure, remove and destroy all signs and advertisements identifiable in any way with the Company's name and perform such reasonable redecoration and remodeling of the Restaurant site as may be necessary, in the Company's judgment, to distinguish it from a Denny's restaurant. Franchisee hereby grants to the Company the option to purchase all paper goods, containers and all other items containing the Company's name or the Denny's Marks at the lower of their cost or fair market value at the time of termination. If Franchisee subleased the Restaurant from the Company, Franchisee will promptly and peaceably deliver and surrender to the Company possession of the Restaurant building, parking lot, and fixtures. The Company will have the right, in its sole discretion, to waive the deidentification requirement and to directly operate, or offer for franchise, the Restaurant;

c. The Company may retain all fees paid pursuant to this Agreement;

d. On any termination or expiration of this Agreement whether due to a default of Franchisee or otherwise, the Company will have the right, at its option, for thirty (30) days after such termination or expiration to elect to purchase Franchisee's interest in the leasehold improvements and furniture, fixtures, equipment and any or all of the other tangible Restaurant assets at a purchase price equal

to the lesser of Franchisee's cost or the fair market value of such leasehold improvements, furniture, fixtures, equipment and other assets, and to purchase Franchisee's inventory at Franchisee's cost thereof. If the parties cannot agree on the fair market value within forty-five (45) days of any such date of termination or expiration, the Company will designate an independent appraiser whose determination will be binding. If the Company elects to exercise any option to purchase as herein provided, it will have the right to set off all amounts due from Franchisee and the costs of the appraisal, if any, against any payment therefor. The Company's right to acquire the franchise takes precedence over any other security interest. In addition, should the Company elect to exercise its option hereunder, Franchisee will take all action necessary to cause Franchisee's lease or sublease, if any, with the lessor for the Restaurant site to be assigned to the Company; and

e. Except for material breach hereof by the Company, Franchisee will have no right to terminate this Agreement.

19.2 Upon the expiration or termination of this Agreement, Franchisee will promptly pay all sums owing to the Company and its subsidiaries and affiliates. In the event of termination by reason of any default of Franchisee, such sums will include all damages, costs and expenses, including reasonable attorneys' fees, incurred by the Company as a result of the default, which obligation will give rise to and remain, until paid in full, a lien in favor of the Company against any and all of the personal property, furnishings, equipment, signs, fixtures and inventory owned by Franchisee located in the Restaurant operated hereunder at the time of any such default. Franchisee agrees to pay interest to the Company on any amounts which may become due to the Company from Franchisee, if such are not paid when due, at the rate of fifteen percent (15%) per annum or the maximum interest rate permitted by law, whichever is less.

19.3 If this Agreement is signed in connection with a development agreement, Franchisee acknowledges that the purpose of the development agreement is to promote predictable, orderly, incremental growth within the Denny's System. If, in such case, Franchisee closes the Restaurant without Company's approval, then in addition to other amounts to be paid by Franchisee as set forth hereunder, Franchisee will pay to Company the sum of:

(a) the amount equal to the average Royalty Fee paid by Franchisee during the two (2) years of operation of the Restaurant immediately preceding the closing of the Restaurant, or the entire period of operation if the Restaurant was not open for two (2) years prior to closing, multiplied by the number of weeks remaining in the Term; plus

(b) the amount equal to the unamortized portion of any development incentive paid by the Company to Franchisee or its agent with respect to the Restaurant (as if such incentive was fully amortized over a five (5) year period commencing on the date of payment of such incentive to Franchisee or its agent) regardless of whether any portion or all of such incentive has been used by Franchisee or its agents.

19.4 The expiration or termination of this Agreement will be without prejudice to the rights and remedies of the Company against Franchisee. Furthermore, such expiration or termination will neither release Franchisee of any of its obligations and liabilities to the Company existing at the time thereof, nor terminate those obligations and liabilities of Franchisee that, by their nature, survive the expiration or termination of this Agreement.

20. PROPRIETARY RIGHTS AND UNFAIR COMPETITION

20.1 In the event of any claim of infringement of or challenge to Franchisee's use of the Denny's Marks licensed under this Agreement, Franchisee will immediately notify the Company in writing of the facts of such claim or challenge.

a. The Company will protect and defend Franchisee against any claims or challenges arising out of Franchisee's use of the Denny's Marks licensed hereunder.

b. The Company will reimburse Franchisee for all damages for which it is held liable in any such proceeding; however, the foregoing obligations of the Company to protect, defend and reimburse Franchisee will exist only if Franchisee has used the name or mark which is the subject of the controversy in strict accordance with the provisions of this Agreement and the rules, regulations, procedures, requirements and instructions of the Company and has notified the Company of the challenge as set forth above.

c. Any action to be taken in the event of a claim or challenge to any of the Denny's Marks will be solely in the discretion of the Company. The Company will have the sole right to control any legal actions or proceedings resulting therefrom. Any actions taken to protect the Denny's Marks will also be within the sole discretion and control of the Company. Franchisee is to cooperate fully with the Company in the prosecution or defense of any claim or challenge concerning any of the Denny's Marks.

20.2 If it becomes advisable at any time, in the sole discretion of the Company, to modify or discontinue the use of any one or more of the Denny's Marks or to use one or more additional or substitute names, marks or copyrights, Franchisee agrees to immediately comply with the instructions of the Company in that regard. In such event, the sole obligation of the Company will be to reimburse Franchisee for the actual costs, such as replacing sign faces, of physically complying with this obligation.

20.3 Franchisee acknowledges and agrees that at all times and in all respects, the Denny's Marks are the sole property of the Company and that Franchisee has only a license to use such rights and marks according to the provisions hereof. Franchisee will make no application for registration of any identifying name or mark licensed herein or similar thereto without the prior written consent of, and upon terms and conditions satisfactory to, the Company. Franchisee agrees to indicate the required trademark, service mark or copyright notices in the form specified by the Company in connection with its use of the Denny's Marks. Franchisee agrees to take no action that will interfere with any of the Company's rights in and to the Denny's Marks. Franchisee will not, without the Company's prior written consent, sell, dispense or otherwise provide the Company's products bearing the Denny's Marks, except by means of retail sales in, or delivered from, the Restaurant.

20.4 Franchisee acknowledges that, in connection with the operation of the franchised business, the Company will be disclosing confidential information and trade secrets to Franchisee. Franchisee further acknowledges that its knowledge of, and access to, the Company's formulas, recipes, processes, promotions, products, arrangements with vendors, techniques, know-how and other proprietary information (collectively referred to as the "Confidential Information") are derived entirely from the material disclosed to Franchisee by the Company. Franchisee acknowledges and agrees that at all times and in all respects, the Confidential Information is a trade secret of the Company and that Franchisee has only a license to use the Confidential Information according to the provisions of this Agreement.

a. Franchisee agrees to maintain fully and strictly the secrecy of all the Confidential Information and to exercise the highest degree of diligence in safeguarding the Confidential Information during and after the term of this Agreement. Franchisee will divulge the Confidential Information only to Franchisee's employees and only to the extent necessary to permit the efficient operation of the Restaurant during the effective term of this Agreement. After the expiration or termination of this Agreement, Franchisee will not divulge the Confidential Information to any person or entity, nor will Franchisee use the Confidential Information in any manner.

b. It is expressly agreed that the ownership of all of the Denny's Marks and the Confidential Information is and will remain vested solely in the Company. Nothing contained in this Agreement will be construed to require the Company to divulge to Franchisee any secret processes, formulas, ingredients or other information, except the material contained in the Company's Manuals and training materials.

20.5 To further protect the Denny's System while this Agreement is in effect, Franchisee and, if Franchisee is an entity, any individual (Guarantor) who signs a personal guarantee pursuant to

Section 21.2 will neither directly nor indirectly own, operate, control or have any financial interest in any coffee shop or family style restaurant business or any other business in the United States which would be in competition with the business of the Restaurant, the Company, or any subsidiary, franchisee or affiliate thereof, without the prior written consent of the Company. This applies to businesses in the United States which are of the same type as Denny's, as reasonably determined by Company, not just businesses which actually compete with the Restaurant or any specific Denny's. In addition, Franchisee covenants that, except as otherwise approved in writing by the Company, neither Franchisee nor any Guarantor will, for a continuous, uninterrupted period commencing upon the expiration or termination of this Agreement, regardless of the cause for termination, and continuing for two (2) years thereafter, either directly or indirectly, for itself, or through or on behalf of, or in conjunction with any person, partnership or corporation, own, operate, control, or have any financial interest in any coffee shop or family style restaurant business which is substantially similar to the franchised business and which is located within a radius of fifteen (15) miles of the Restaurant. The foregoing will not apply to operation of a Denny's restaurant by Franchisee or any Guarantor pursuant to a franchise agreement with the Company, or to ownership by Franchisee or any Guarantor of less than five percent (5%) of the issued or outstanding stock of any company whose shares are listed for trading on any public exchange or on the over-the-counter market so long as neither Franchisee nor any Guarantor controls any such company.

This non-compete provision applies to the Franchisee, any Guarantor, and their respective spouses, as well as to children of any Franchisee or Guarantor if such child: (a) owns any portion of Franchisee or the Restaurant; (b) works in the Restaurant or is employed by Franchisee; or (c) has access to any Confidential Information. If a Franchisee or Guarantor completely divests its interest in Denny's franchised restaurants in accordance with Section 17 to an approved buyer, then this non-compete provision will no longer apply to such persons and their family members.

20.6 If a court of competent jurisdiction determines that any provision of this Section 20 is invalid or unenforceable, this Agreement will not be void, but such provision will be limited to the extent necessary to make it valid and enforceable.

21. MISCELLANEOUS PROVISIONS

21.1 If Franchisee is comprised of more than one person, firm or corporation, Franchisee's rights, privileges, interests, obligations and liabilities under this Agreement will be joint and several with respect to such persons, firms or corporations.

21.2 If Franchisee is a legal entity, the Company may require, as a condition to the effectiveness hereof, the written guarantee and assumption of Franchisee's obligations hereunder by the principal officers, members, directors, any or all shareholders or trustees, or some other natural persons associated with Franchisee. The Company may accept another suitable credit assurance and arrangements with approved individual operators if Franchisee is a publicly traded corporation at the execution of this Agreement.

21.3 All notices and other communications required under this Agreement will be in writing and will be served personally on, will be delivered by overnight courier to, or will be sent by certified United States mail to, the party to be charged with receipt thereof. Notices and other communications sent by mail will be deemed given forty-eight (48) hours after deposit of such notice or communication in a United States post office with postage prepaid and duly addressed to the party to whom such notice or communication is directed. The address for the Company will be: 203 East Main Street, Spartanburg, SC 29319; Attention: Vice President of Franchise Development, and the address for the Franchisee will be: _____ . The Company or Franchisee may from time to time change its address for purposes of this Section by giving a written notice of such change to the other party in this manner.

21.4 The receipt and acceptance by either party of any payment, delinquent or otherwise, will not constitute a waiver of any default. No party's delay or omission in the exercise of any right or remedy upon any default by the other party will impair such right or remedy or be construed as a waiver of any term,

covenant or condition of this Agreement to be performed by the other party. Any waiver must be in writing and will be strictly construed and limited to its express terms.

21.5 The Company's consent to or approval of any act or conduct of Franchisee will not waive or render unnecessary the Company's consent to or approval of any subsequent act or conduct.

21.6 The term "condemnation" as used in this Section will mean the exercise of the power of eminent domain by any government official, entity, body, agency or authority, or private transfer in lieu thereof, and the "date of condemnation" will mean the date of actual physical taking of possession pursuant to the exercise of said power of eminent domain or private transfer in lieu thereof, or the date of settlement or compromise of the claims of the parties thereto during the pendency of the exercise of said power, whichever first occurs. If all or a part of the Restaurant is taken by condemnation, the Company may, at its option, terminate this Agreement effective on the date of condemnation.

21.7 The provisions of this Agreement are intended by the parties to be a complete and exclusive expression of their agreement and may not be contradicted by any other statement or understanding between the parties over the subject matter hereunder. Furthermore, this Agreement may not be amended or modified except by a written agreement signed by the parties. Nothing in this Agreement is intended to disclaim the representations the Company made in the franchise disclosure document that the Company furnished to Franchisee.

21.8 Any and all claims arising out of this Agreement or the relationship among the parties must be made by Franchisee by written notice to the Company within twelve (12) months from the occurrence of the facts giving rise to such claim, except to the extent any applicable law or statute provides for a shorter period of time to bring a claim. Failure of Franchisee to give written notice within such time will waive any default arising under this Agreement and will preclude Franchisee's exercise or enforcement of any right or remedy arising therefrom.

21.9 If either party brings any action against the other arising out of or in connection with this Agreement or the enforcement thereof, or by reason of the breach of any term, covenant or condition of this Agreement on the part of either party, or including such matters and other claims, then in any such event the prevailing party will be reimbursed by the losing party for all costs and expenses, including reasonable attorneys' fees for the services rendered to such prevailing party. Notwithstanding the foregoing, if Company incurs expenses in connection with Franchisee's failure to comply with this Agreement, including, but not limited to legal and accounting fees, Franchisee will reimburse Company for any such costs and expenses which Company incurs.

21.10 This Agreement will be governed by and construed in accordance with the laws of the State of South Carolina. The parties agree that any action brought by either party against the other in any court, whether federal or state, will be brought within the State of South Carolina. Franchisee hereby waives any right to demand or have trial by jury in any action relating to this Agreement in which the Company is a party. Any provision of this Agreement which may be determined by competent authority to be prohibited or unenforceable in any jurisdiction will, as to that jurisdiction, be ineffective to the extent of the prohibition or unenforceability without invalidating the remaining provisions of this Agreement. Any prohibition against or unenforceability of any provision of this Agreement in any jurisdiction, including the state whose law governs this Agreement, will not invalidate the provision or render it unenforceable in any other jurisdiction. To the extent permitted by applicable law, Franchisee waives any provision of law which renders any provision of this Agreement prohibited or unenforceable in any respect.

21.11 Except with respect to Franchisee's obligation to indemnify the Company pursuant to Section 9.3 of this Agreement and with respect to the damages in Section 19.3, the parties waive to the fullest extent permitted by law any right to or claim for any punitive, exemplary, special, incidental or consequential damages including lost profits (however characterized) against the other and they agree that, in the event of a dispute between them, the party making a claim will be limited to recovery of any direct or general damages it sustains.

21.12 Franchisee recognizes the unique value and secondary meaning attached to the Denny's System, the Denny's Marks, the Confidential Information and the associated standards of operation and trade practices, and Franchisee agrees that any noncompliance with the terms of this Agreement or any unauthorized or improper use will cause irreparable damage to the Company and its franchisees. Franchisee therefore agrees that if it should engage in any such unauthorized or improper use, during or after the term of this Agreement, the Company will be entitled to both permanent and temporary injunctive relief from any court of competent jurisdiction in addition to any other remedies prescribed by law.

21.13 Franchisee will grant no security interest in any of the tangible assets of the franchised business, including the furniture, fixtures and equipment located in the Restaurant, unless the secured party agrees that in the event of any default by Franchisee under any documents relating to such security interests, that the Company will have the right and option to purchase the rights of the secured party in any such assets upon the payment of all sums then due such secured party. The terms of this Section 21.13 will in no way relate to any interests in, under, or to this Agreement or any rights or obligations hereunder, and any such interest, including any security interest, will be assigned or granted, only in accordance with Section 17 of this Agreement.

21.14 Franchisee expressly acknowledges and agrees that the franchise is non-exclusive; that the franchise granted herein is only for the Restaurant; and that Franchisee is not granted any area, market or protected territorial rights. The Company and its affiliates retain the right, among others, in any manner and on any terms and conditions that the Company deems advisable, and without granting Franchisee any rights therein:

a. To own, acquire, establish, or operate, and license others to establish and operate, a Denny's Restaurant, at any location;

b. To own, acquire, establish or operate, and license others to establish and operate, businesses under other proprietary marks or other systems, whether such businesses are the same, similar, or different from the Restaurant, at any location;

c. To sell or distribute, at retail or wholesale, directly or indirectly, or license others to sell or distribute, any products or services which bear any proprietary marks, including the Denny's Marks, at any location; and

d. To open and operate either full-service or new or modified concept Denny's restaurants or franchise or license others to open and operate either full-service or new or modified concept Denny's restaurants, at all universities, colleges, hospitals, municipal facilities, public transportation facilities, travel plazas, enclosed shopping malls, and similar locations of a "non-standard" nature, regardless of proximity to another Denny's.

Notwithstanding the foregoing, Company has established an impact policy to protect the Denny's brand. Such impact policy may vary from time to time as the Company evaluates the brand's business model.

21.15 This Agreement will be binding upon and inure to the benefit of the parties hereto, their heirs, successors and assigns.

21.16 Any invalidity of any portion of this Agreement will not affect the validity of the remaining portion. Unless substantial performance of this Agreement is frustrated by any such invalidity, this Agreement will continue in effect.

21.17 The presentation of this Agreement to Franchisee is not an offer, and this Agreement will not be binding upon the Company unless and until it is signed and delivered by an authorized officer of the Company.

21.18 The parties intend to confer no benefit or right on any person or entity not a party to this Agreement, and no third party will have the right to claim the benefit of any provision hereof as a third-

party beneficiary of any such provision. However, any provision benefiting the Company will likewise benefit its affiliates, to the extent of their interests in the Denny's System.

21.19 Franchisee represents, covenants, and warrants to Company that:

(a) Prior to and during the Term, Franchisee and each of its principals, employees, representatives or agents acting on its behalf, has not, directly or indirectly, offered, made or promised to make, authorized or given, and will not in the future offer, make or promise to make, authorize or give, any payment of funds or anything of value to any person in violation of all laws, rules, and regulations of any jurisdiction applicable to Franchisee from time to time concerning or relating to bribery or corruption ("Anti-Corruption Laws"), including with the intent to (i) influence any act or decision of any (1) elected and unelected officials, employees, agents, advisors and representatives of any branch or agency of government (i.e., local, regional, and national, and legislative, administrative, judicial, and executive branches); (2) directors, officers, employees, representatives and agents of government-owned or controlled companies, even if the companies are only partially owned or controlled by the government and the company acts like a commercial entity; (3) political parties, party officials and candidates for office; and (4) officers, employees, representatives and agents of public international organizations ("Government Official") in his or her official capacity, (ii) induce the Government Official to do or omit to do any act in violation of his or her lawful duty, (iii) secure any improper advantage, or (iv) induce a Government Official to use his or her position improperly to affect any act or decision of a government authority, in any way connected with this Agreement. Franchisee warrants and represents that no Government Official is or will be during the Term directly or indirectly an owner or investor in Franchisee and that no Government Official has or will have during the Term any financial interest, directly or indirectly, in the contractual relationship established by this Agreement. Franchisee will maintain accurate and complete accounting and other financial and business records related to this Agreement.

(b) Neither Franchisee, any principal, nor any executive officer of Franchisee or any Affiliate is identified, either by name or an alias, pseudonym or nickname, on the lists of "Specially Designated Nationals," "Blocked Persons" or similar lists maintained by the U.S. Treasury Department's Office of Foreign Assets Control (texts available at <https://home.treasury.gov/policy-issues/office-of-foreign-assets-control-sanctions-programs-and-information>); (2) neither Franchisee nor any principal is directly or indirectly owned or controlled by the government or any country that is subject to a United States embargo; (3) neither Franchisee nor any principal acts or will act directly or indirectly on behalf of the government of any country that is subject to a United States embargo; and (4) neither Franchisee nor any of its principals or executive officers has violated, and Franchisee will not violate, and will cause all principals and their respective executive officers not to violate the U.S. Patriot Act (Public Law 107- 56), U.S. Executive Order 13224 (text available at <https://www.epic.org/privacy/terrorism/hr3162.html>), and any similar applicable law prohibiting money laundering or the aid or support of Persons who conspire to commit acts of terror against any Person or government ("Anti-Terrorism Laws").

(c) Franchisee will notify Company in writing immediately (i) of the occurrence of any event which renders the foregoing representations, covenants, and warranties of this Section 21.19 false, inaccurate or misleading or which constitutes a breach of any of the covenants of this Section 21.19; or (ii) if Franchisee or any of its principals, employees, representatives or agents violates Anti-Corruption Laws or Anti-Terrorism Laws or becomes subject to any internal investigation or investigation by a government authority involving the possible violation of Anti-Corruption Laws or Anti-Terrorism Laws during the Term.

Franchisee hereby agrees to defend, indemnify, and hold harmless Company from and against any and all claims, damages, losses, risks, liabilities, and expenses (including attorneys' fees and costs) arising from or related to any breach of the foregoing certification.

22. EFFECTIVE DATE

This Agreement will be effective as of the date it is executed by the Company.

23. BUSINESS JUDGMENT

Notwithstanding any contrary provisions contained in this Agreement, Company and Franchisee acknowledge and agree that (a) this Agreement, and other agreements related hereto and thereto, and the relationship of the parties hereto which arise herefrom and therefrom, grants Company the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with Franchisee's explicit rights and obligations hereunder that may affect favorably or adversely Franchisee's interests; (b) Company will use its business judgment in exercising such discretion based on Company's assessment of Company's own interests and balancing those interests against the interests of Denny's restaurants generally (including Denny's restaurants operated by Company, its affiliates, or other developers or franchisees), and specifically without considering Franchisee's individual interests or the individual interests of any other particular franchisee; (c) Company will have no liability to Franchisee for the exercise of Company's discretion in this manner and (d) even if Company has numerous motives for a particular action or decision, so long as at least one motive is a reasonable business justification, no trier of fact in any legal action will substitute its judgment for Company's judgment so exercised and such action or decision will not be subject to challenge for abuse of discretion. IF COMPANY TAKES ANY ACTION OR CHOOSES NOT TO TAKE ANY ACTION IN COMPANY'S DISCRETION OR AT ITS OPTION WITH REGARD TO ANY MATTER RELATED TO THIS AGREEMENT AND COMPANY'S ACTION OR INACTION IS CHALLENGED FOR ANY REASON, THE PARTIES HERETO EXPRESSLY DIRECT THE TRIER OF FACT THAT COMPANY'S RELIANCE ON A BUSINESS REASON IN THE EXERCISE OF COMPANY'S DISCRETION IS TO BE VIEWED AS A REASONABLE AND PROPER EXERCISE OF COMPANY'S DISCRETION, WITHOUT REGARD TO WHETHER OTHER REASONS FOR COMPANY'S DECISION MAY EXIST AND WITHOUT REGARD TO WHETHER THE TRIER OF FACT WOULD INDEPENDENTLY ACCORD THE SAME WEIGHT TO THE BUSINESS REASON.

24. ACKNOWLEDGMENTS

24.1 Franchisee acknowledges that it has received a copy of the complete Franchise Agreement, the attachments thereto and the agreements relating thereto, if any, at least fourteen (14) calendar days prior to the date on which Franchisee executed this Agreement.

24.2 Franchisee acknowledges that it has read and understood this Agreement, any attachments and related agreements, and that the Company has accorded Franchisee ample opportunity and has encouraged Franchisee to consult with advisors of Franchisee's own choosing about the potential benefits and risks of entering into this Agreement.

24.3 Franchisee acknowledges that all the information provided by Franchisee to Company at any time prior to executing this Agreement is true and correct, is not materially misleading and is ratified and re-represented by Franchisee.

25. SIGNATURES

IN WITNESS WHEREOF, this Agreement has been executed by the parties as of the date first set forth below.

THE COMPANY:

FRANCHISEE:

DFO, LLC

a Delaware limited liability company

By: Denny's, Inc.
Its: Sole Member

By: _____
Its: _____

By: _____
Its: _____

Date: _____

By: _____
Its: _____

The following person is approved by the Company as the Designated Operator for [Franchisee] at this location. The Designated Operator and Franchisee acknowledge that the Designated Operator currently satisfies and must continue to satisfy throughout the Term all requirements of this Agreement.

Name:

EXHIBIT C-1

NEW PRODUCT OFFERING ADDENDUM

**NEW PRODUCT OFFERING PROGRAM
ADDENDUM TO FRANCHISE AGREEMENT(S)**

THIS NEW PRODUCT OFFERING PROGRAM ADDENDUM TO FRANCHISE AGREEMENT(S) (this "Addendum") dated as of _____ (the "Effective Date"), is entered into by and between DFO, LLC, a Delaware limited liability ("Franchisor"), and _____ ("Franchisee"). The term "Parties" shall be deemed to mean, collectively, Franchisor and Franchisee.

RECITALS

A. Franchisor and Franchisee are parties to the certain franchise agreement(s) more particularly described on Schedule 1 attached hereto and made a part hereof for all purposes (collectively and as previously amended, the "Franchise Agreements"), under and pursuant to which Franchisee operates Denny's restaurant(s) referenced therein (each, individually being a "Restaurant", and all collectively being the "Restaurants");

B. Franchisor has developed a new product offering that is currently sold under a distinctive and proprietary operating system ("Program System") and marks separate and apart from the existing Denny's System and Denny's Marks only via a third-party delivery platform (the "New Product Offering");

C. Franchisor would like to offer to Franchisee the ability to sell the New Product Offering from its Restaurants via the new product offering program further described below (the "New Product Offering Program");

D. Franchisee desires to participate in the New Product Offering Program; and

E. Franchisor and Franchisee desire to supplement certain provisions of the Franchise Agreements to address Franchisee's participation in the New Product Offering Program upon the terms and conditions set forth in this Addendum.

NOW, THEREFORE, in consideration of the foregoing, the mutual covenants and agreements set forth below and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

AGREEMENT

1. Recitals and Capitalized Terms. The Recitals set forth above are hereby made a part of this Addendum. Capitalized terms used in this Addendum shall have the meanings ascribed to such terms in the Franchise Agreements, unless otherwise expressly defined herein.

2. New Product Offering Program. The New Product Offering Program being offered to Franchisee is described in the New Product Offering Program term sheet attached to this Addendum as Schedule 2 (the "Term Sheet"). Franchisee acknowledges and agrees that Franchisee's participation in the New Product Offering Program is subject to the same terms and conditions as the Franchise Agreements unless otherwise described in the Term Sheet.

3. License to New Product Offering, Program System and Program Marks. Franchisor hereby grants Franchisee a non-exclusive and limited license to participate in the New Product Offering under the Program System and the marks specified in Schedule 3 ("Program Marks") (which Program System and Program Marks may be modified from time to time by Franchisor), for the Term solely to promote and sell the New Product Offering Program as set forth in this Addendum. Franchisee will not use the Program System or the Program Marks in any manner except as permitted by the terms of this Agreement, for the purposes established by the terms of this Agreement, and in accordance with all applicable laws, and any brand guidelines provided to Franchisee by Franchisor relating to the Program System and the Program Marks. For purposes of this Addendum, the Program System and the Program Marks constitute the Denny's System and Denny's Marks respectively, and Franchisee's use of the Program System and

Program Marks is governed by the terms of the Franchise Agreement and other provisions of the Franchise Agreement related to the Denny's System and Denny's Marks, unless specifically addressed in this Addendum. Notwithstanding the foregoing, Franchisee will not use any Denny's Marks, except the Program Marks, in connection with the New Product Offering Program unless authorized by Franchisor in writing.

4. Franchisee's Participation in the New Product Offering Program. Franchisee acknowledges that participation in the New Product Offering Program is not mandatory, and Franchisee has chosen voluntarily to participate in the New Product Offering Program. Franchisee will only participate in the New Product Offering Program from the Restaurant(s) listed in Schedule 1. By executing this Addendum, Franchisee has confirmed its intent and desire to participate in the New Product Offering Program on the terms and conditions provided for herein. For the avoidance of doubt, Franchisee will comply with the specifications, standards and terms related to suppliers and supplies in the Franchise Agreement, the Manuals and as Franchisor prescribes in writing. Franchisee will also comply with the specifications, standards and terms related to the New Product Offering as described on the Term Sheet.

5. Program System Modifications. Franchisee acknowledges and agrees that from time to time hereafter Franchisor may change or modify the Program System as Franchisor deems appropriate, including to reflect the changing market and/or to meet new and changing consumer demands, and that variations and additions to the Program System may be required from time to time to preserve and enhance the public image of the Program System and operations of Franchisor. Franchisor's changes to the Program System may include the adoption and use of new or modified products or services and/or new techniques and methodologies relating to the New Product Offering Program, and/or new trademarks, service marks and copyrighted materials. Franchisee will, upon reasonable notice, accept, implement, use and display in the participation of the New Product Offering Program changes in the Program System, as if they were part of this Agreement at the time of execution hereof, at Franchisee's sole expense. Additionally, Franchisor reserves the right, at its option, to vary the standards throughout the Program System, as well as the services and assistance that Franchisor may provide to some franchisees based upon the peculiarities of a particular site or circumstance, existing business practices, or other factors that Franchisor deems to be important to the franchisees' participation in the New Product Offering Program, or the Program System. Franchisee shall have no recourse against Franchisor on account of any variation to any franchisee and shall not be entitled to require Franchisor to provide Franchisee with a like or similar variation hereunder.

6. Term of New Product Offering Program Participation. This Addendum will be effective as of the date hereof and continue until terminated by Franchisor or Franchisee as provided in Sections 8 or 9 below (the "Term").

7. No Territory Rights. Franchisee acknowledges that its rights under this Addendum are non-exclusive, and, except for those specific protections provided in the Franchise Agreement, Franchisee will have no territorial rights or protection with respect to the New Product Offering.

8. Termination of the New Product Offering Program by Franchisor. Franchisee acknowledges and agrees that Franchisor may: (i) discontinue the New Product Offering Program and/or (ii) terminate Franchisee's participation in the New Product Offering Program at any or all of the Restaurants at any time at Franchisor's sole discretion, by giving Franchisee thirty (30) days prior written notice; provided that with respect to the termination of any Franchise Agreement, such termination of this Addendum with respect to the New Product Offering would be effective immediately upon notice.

9. Termination of Franchisee's Participation in the New Product Offering Program. After the first anniversary of the date on which the first Restaurant begins offering the New Product Offering, Franchisee may elect to discontinue its participation in the New Product Offering Program at any of its Restaurants for any reason by giving Franchisor thirty (30) days written notice, which such notice will identify which Restaurant(s) will discontinue participation.

10. Effect of Termination by Either Party. Upon discontinuation of the New Product Offering Program and/or termination of Franchisee's participation in the New Product Offering Program pursuant to Sections 8 or 9 above, this Addendum will be terminated, and Franchisee must immediately cease using the Program System, Program Marks and offering and selling the New Product Offering in any manner.

11. Confidentiality; Publicity. All material and information supplied hereunder as the result of the New Product Offering Program contemplated by this Addendum, including the, terms and conditions of this Addendum and any information pertaining to the New Product Offering Program that may be provided by Franchisor (including information concerning commission rates, marketing plans, operating procedures, business plans, financial results) whether or not designated as "confidential" or "proprietary" are deemed to be Confidential Information and are subject to the obligations set forth in the Franchise Agreements with respect to Confidential Information. Franchisee will not publicly disclose or promote that Franchisor or any

affiliate is the owner of the New Product Offering, the Program Marks or that the New Product Offering is made in, delivered from, or is in any way associated with, Denny's restaurants, unless agreed upon in writing by Franchisor, except with respect to disclosures necessary for operation of the delivery services contemplated by the Addendum and as expressly authorized by Franchisor in writing. Franchisee's use of the Program Marks is strictly limited to the New Product Offering under the terms and conditions of this Addendum, and Franchisee is prohibited from using or referring to the Program Marks in any manner not expressly authorized in writing by Franchisor.

12. Franchisee's Obligations. The New Product Offering Program is a new and unproven method of operation for the Denny's System that may include certain new equipment, food, logos, configurations, systems, and/or technology solutions (including, without limitation, hardware, software, and firmware). The actual costs, expenses, and financial and operational impact of the New Product Offering Program and the required components thereof have not yet been determined. Participation in the New Product Offering Program entails financial, operational and other risks that Franchisee agrees to assume. There is no assurance or guarantee as to the profitability or success of participation in the New Product Offering Program, and Franchisor makes no representation of any kind in this regard. Franchisee agrees that:

a. Franchisee's participation in the New Product Offering Program will be in strict conformity with the Franchise Agreement, the Manuals, and other specifications, standards and terms Franchisor prescribes;

b. Franchisee will fully implement all of the equipment and operational components necessary for participation in the New Product Offering Program. Franchisee agrees that any proposed deviation from Franchisor's prescribed standards and specifications must be submitted in advance to Franchisor for its review and written approval, which approval may be withheld in Franchisor's sole discretion. Franchisee understands that failure to comply with Franchisor's prescribed specifications, standards and terms without Franchisor's prior written approval may result in a default under this Addendum and/or the Franchise Agreement, and may disqualify Franchisee from further participation in the New Product Offering Program, in addition to any other rights or remedies Franchisor has under the Franchise Agreement and this Addendum; and

c. Franchisee is solely responsible for any and all costs associated with participating in the New Product Offering Program and implementing, installing, maintaining and repairing all required equipment, systems, technology solutions, and other components thereof.

13. Indemnification. Franchisee is solely responsible for, and must indemnify and hold the Indemnified Parties harmless against any and all losses, claims, costs, expenses (including attorneys' fees), damages and liabilities arising out of or from or related to, any claims, directly or indirectly, arising out of or from or related to Franchisee's participation in the New Product Offering Program.

14. Other Material Terms. This Addendum supplements, but does not otherwise modify the terms of the Franchise Agreements. Collectively, this Addendum and the Franchise Agreements constitute the entire agreement between the Parties as to the New Product Offering Program and for any terms not addressed in this Addendum, the provisions of the Franchise Agreements will apply and control, (including, without limitation, provisions regarding the Manuals, indemnification, inspections, proprietary rights and unfair competition, confidentiality dispute resolution and damage limitations). The Franchise Agreements will continue to govern the Franchisee's operation of the Restaurants, including its participation in the New Product Offering Program. In the event of any conflict between the terms of this Addendum and the Franchise Agreements, the terms of this Addendum will control if such terms specifically reference the inconsistent provisions of the Franchise Agreements; in all other cases, the terms of the Franchise Agreements will control. There are no other agreements as to the New Product Offering Program, either oral or written. This Addendum will inure to the benefit of and be binding upon the Parties hereto and their respective heirs, executors, legal representatives, successors, successors-in-title and assigns. This Addendum may be modified only by a written agreement signed by the parties hereto. The terms of this Addendum have been examined, reviewed, negotiated, and revised by counsel for each Party, and no implication will be drawn against any Party by virtue of the preparation and drafting of this Addendum. This Addendum may be signed in counterparts with the same force and effect as if all required signatures were contained in a single, original instrument. Signed facsimile and electronic copies of this Agreement will legally bind the parties to the same extent as original documents. The Parties hereto covenant and agree that they will execute such other and further instruments and documents as are or may become necessary or convenient to effectuate and carry out the intent of this Addendum.

15. Headings. Section and subsection headings in this Addendum are included for convenience of reference only and will not constitute a part of this Addendum for any other purpose or be given any substantive effect.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound hereby, have duly executed this Addendum as of the Effective Date.

FRANCHISOR:

DFO, LLC, a Delaware limited liability company

By: _____

Name: _____

Title: _____

FRANCHISEE:

By: _____

Name: _____

Title: _____

Schedule 1

Franchise Agreements and Restaurants

Schedule 2

Term Sheet

1. New Product Offering:

_____ Prepare and offer lunch and dinner menu items, including beef burgers, chicken burgers, milkshakes, beverages and other products we designate under the “The Burger Den” trademark for delivery only.

_____ Prepare and offer breakfast, lunch and dinner menu items, including handcrafted sandwiches, sides, desserts, beverages and other products we designate under the “The MeltDown” trademark for delivery only.

2. Technology Requirements: Prior to participation in the New Product Offering Program, Franchisee must meet and maintain the technological requirements specified by Franchisor that are necessary to participate in the New Product Offering Program. These technological requirements include, among other things, the requirement that your technology directly integrate with the DoorDash, Postmates or UberEats delivery platforms or such other delivery platform selected by Franchisor (each a “ Platform” and collectively “ Platforms”). Franchisee will pay the fee payable to Olo (currently \$10.00 per month) for such integration through Olo Rails.

3. Delivery Provider/Commission Acknowledgement: The New Product Offering Program is only available to guests through a designated Platform. By choosing to participate in the New Product Offering Program, Franchisee agrees that it will exclusively utilize the Platform it designates (including enrollment in such Platform’s online subscription services to offer the New Product Offering to guests.) Franchisor has negotiated the commission rates set forth below on behalf of itself and its franchisees for the New Product Offering Program (“Commission Rates”). By signing the Addendum, Franchisee hereby consents to Franchisor’s activation of Franchisee’s participation in the New Product Offering Program on the designated Platform. Franchisee will address any and all issues regarding accounting, functionality or performance directly with the Platform’s support services center and acknowledges that Franchisor will not be financially liable for any problems, delays or other disruptive occurrences with a Platform that may arise through Franchisee’s participation in the New Product Offering Program (e.g., refunds as a result of internet outages, interruptions or driver failures). The current Commission Rates for the New Product Offering are:

a . D o o r D a s h 1 7 . 0 % o r 2 1 . 5 % ¹

b . U b e r E A T S 2 4 . 0 %

c . P o s t m a t e s 2 0 . 0 % o r 2 2 . 0 % ²

Such rates are subject to change by Franchisor upon written notice; provided that Commission Rates will apply equally to the Franchisor’s or its affiliates’ participation in the New Product Offering and to Franchisees.

4. Manual; Brand Standards: Franchisee will continue to follow the brand and operating standards as promulgated in the Manuals and acknowledges that such standards will apply to the New Product Offering. Franchisee will comply with any additional protocols related to the New Product Offering (including, but not limited to, recipes, pricing, packaging, and marketing) communicated in writing to

¹ The current Commission Rate is 17.0% for DoorDash regular marketplace and 21.5% for Dashpass. The weighted average Commission Rate is approximately 18.5%.

² Franchisees that signed on early with Postmates are grandfathered in at a 20.0% Commission Rate. Franchisees that signed on later are at a 22.0% Commission Rate.

Franchisee by Franchisor as may be supplemented by Franchisor from time-to-time. For the avoidance of doubt, Franchisee may not offer the New Product Offering for sale from or in the Restaurant without Franchisor's prior written consent. Franchisor reserves the right to change how the New Product Offering may be sold at Franchisor's sole option. Franchisee acknowledges and agrees that Franchisor will have sole authority and discretion for determining the prices of the New Product Offering, subject to applicable law, as Franchisor may designate in writing from time to time.

5. Weekly Fee: Franchisee will pay Franchisor a Weekly Fee of seven and one-half percent (7.5%) of gross sales (as defined in the Franchise Agreement) on all revenues generated under the New Product Offering Program. For the avoidance of doubt and notwithstanding anything to the contrary in the definition of gross sales in the Franchise Agreements, Franchisee acknowledges that no commissions or delivery fees may be deducted from gross sales.

6. Advertising/Marketing Requirements:

a. Franchisee is not permitted to create any New Product Offering advertisements or marketing programs without Franchisor's prior written consent. Franchisee will be required to participate in any advertising, marketing and other promotions that Franchisor designates for the New Product Offering, which may include free delivery or other incentives on such terms as Franchisor may establish.

b. Franchisor reserves the right to charge additional fees from time to time upon thirty (30) days' written notice to Franchisee for development of initiatives to support the New Product Offering Program (such as development of a website) so long as such fees supporting such initiatives are proportional to the fees paid by Franchisor or its affiliates' restaurants for the same purpose. Franchisee acknowledges and agrees that any data Franchisor may provide from the designated Platform to Franchisee, whether provided in raw form or processed by Franchisor, will be provided to Franchisee without representation or warranty as to accuracy or completeness and Franchisor is not responsible for any inaccuracies or misstatements.

7. Other Terms: Franchisor will not be responsible for resolving any accounting, data or information technology issues Franchisee may have with the Platform nor will Franchisor be required to work with the Platform to resolve any such issues on behalf of Franchisee.

Schedule 3

Program System and Program Marks

Program System:

_____ The Burger Den

_____ The Melt Down

Program Marks

THE BURGER DEN	Class 35	Registration No 6560475 Registration Date November 16, 2021
THE BURGER DEN	Class 43	Registration No. 6335170 Registration Date April 27, 2021
THE MELTDOWN	Class 35	Registration No 6555230 Registration Date November 9, 2021
THE MELTDOWN	Class 43	Registration No 6616653 Registration Date January 11, 2022

EXHIBIT D

SUCCESSOR FRANCHISE AGREEMENT

DFO LLC SUCCESSOR FRANCHISE AGREEMENT (EXTENSION)

SUCCESSOR FRANCHISE AGREEMENT (EXTENSION)**TABLE OF CONTENTS**

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DFO, LLC SUCCESSOR FRANCHISE AGREEMENT

This Franchise Agreement (Agreement) is made and entered into as of the date set forth below by and between DFO, LLC, a Delaware limited liability company (Company), successor to DFO, Inc., a Delaware corporation, and _____ (Franchisee).

RECITALS

A. The Company operates nationwide a number of restaurants under the "Denny's" name and has developed a unique and particular plan of food service operation. The public has acquired a distinct awareness of the identity of the Company's plan, including, for example, menus and general restaurant style and decoration; and the public tends to associate such impressions with the Company's name and to rely on such associations.

B. DFO and Franchisee are parties to a certain predecessor franchise agreement dated _____ for the operation of a Denny's restaurant located at _____ in the City of _____, County of _____, State of _____ (Restaurant). Franchisee desires continue to operate the Restaurant under the Denny's name and to utilize the Company's plan of food service operation, all in accordance with the terms, covenants and conditions of this Agreement, which supersedes the prior franchise agreement as of the date set forth in Section 3.1.

AGREEMENT

1. SCOPE AND PURPOSE OF AGREEMENT

1.1 Franchisee desires to continue to operate and manage the Denny's Restaurant. The Company owns the trademark, service mark and trade name "Denny's" and other related trademarks, service marks, trade names, copyrights, labels, designs, symbols and distinctive logotypes (Denny's Marks). The Company has a unique and particular plan for the operation of family style restaurants including, but not limited to the Denny's Marks, operations manuals, food service standards manuals, policies, standards, procedures, employee uniforms, signs, menus, marketing program and related items, and the reputation and goodwill of the Company's chain of restaurants (Denny's System). The Company desires to have the Restaurant operated as a Denny's restaurant utilizing the Denny's System and the Denny's Marks. Therefore, in entering into this Agreement, Franchisee fully understands and agrees that this Agreement is conditioned upon the continued strict adherence by Franchisee to all standards, policies, procedures and requirements published or which may from time to time be published or otherwise brought to Franchisee's attention by the Company for the operation, maintenance or improvement of Denny's restaurants under the Denny's System and the Denny's Marks. Franchisee understands and agrees that strict adherence to these standards, policies, procedures and requirements is essential to the value of the Denny's System and the Denny's Marks.

1.2 Franchisee represents that it is experienced in and has independent knowledge of the nature and specifics of the restaurant business. Franchisee represents that in entering into this Agreement it has relied solely on its personal knowledge and has not relied on any representation of the Company or any of its members or their respective officers, directors, employees or agents, except those representations contained in any legally required disclosure document delivered to Franchisee.

1.3 In consideration of the foregoing representations and agreements of Franchisee and other consideration as set forth herein, and subject to all of the terms, covenants and conditions of this Agreement, the Company hereby grants to Franchisee, and Franchisee hereby accepts from the Company, the right and franchise to continue to operate the Restaurant at the location described above. This franchise is for a specific location and may not be transferred to any other location.

1.4 It is expressly understood and agreed that Franchisee is not for any purpose an employee, fiduciary, or agent of the Company, and that all of the personnel employed by Franchisee at the Restaurant will be employees or agents of Franchisee as an independent contractor and will not be employees or agents of the Company. At no time will the Company have any right of control over Franchisee's employees. Franchisee understands and agrees that, as an independent contractor, it does not have the authority to do anything for or on behalf of the Company including, but not limited to holding itself out as the Company; signing contracts, notes or other instruments; purchasing, acquiring or disposing of any property; or incurring any other obligation or liability. Neither Party has any fiduciary duty to the other. Franchisee understands that it alone is responsible not only for following the Denny's System as set forth in the Manuals, but also for the day-to-day operation of its individual Restaurant. Franchisee is solely responsible for the control of its employees in the daily operation of the Restaurant, as well as the safety and security of the Restaurant, its employees and guests.

2. THE DENNY'S MARKS

2.1 The Company grants to Franchisee, upon the terms, covenants and conditions contained herein, and during the effective term hereof, the right to display and use the Denny's Marks including, but not limited to the trademark and name "Denny's" as well as such other trade names, trademarks, service marks, logotypes, labels, designs and other identifying symbols and names pertaining thereto as are now designated (and may hereafter be designated by the Company in writing), but only for use in connection with retail sales and service of food to the general public in and at the Restaurant. Nothing contained herein will be construed as authorizing or permitting Franchisee to use the Denny's Marks or the Denny's System at any other location or for any other purpose. Nothing contained herein will give Franchisee any right, title or interest in or to any of the Denny's Marks excepting only the privilege and license, during the effective term hereof, to display and use the same according to the foregoing limitations. Upon expiration or termination of this Agreement for any reason, Franchisee will promptly deliver and surrender up to the Company all items bearing or containing any of the Denny's Marks. Any and all goodwill arising in connection with Franchisee's use of the Denny's Marks and the Denny's System of restaurant operation, including operation prior to the Commencement Date, will belong to the Company.

2.2 Franchisee is prohibited from using the Denny's logo and marks for any purpose outside that of the operation of the Denny's restaurant. This prohibition includes, but is not limited to, the use of the Denny's logo and trademarks on the Internet and web sites.

2.3 Franchisee agrees that the business franchised hereunder will be named "Denny's" without any suffix or prefix attached thereto. Franchisee will use signs and other advertising which denote that the Restaurant is named "Denny's" and which are approved by the Company in advance. If Franchisee operates the Restaurant through a legal entity, the name of such entity will not contain any of the Denny's Marks.

2.4 Franchisee agrees that the business franchised hereunder is for the purpose of operating a Denny's family-style restaurant. Franchisee will not operate any ancillary businesses (secondary business other than a family-style restaurant), products, or services in or at the Restaurant.

2.5 Except as the Company may otherwise permit in writing, Franchisee will not display or use the trademark, trade name, service mark, logotypes, label, design or other identifying symbol or name of any other business, person, firm or corporation in, on or at the Restaurant.

2.6 Franchisee agrees that in all public records, in its relationship with other persons or companies, and in any disclosure document, prospectus or similar document, Franchisee will indicate clearly that Franchisee's business is independently owned and that the operations of said business are separate and distinct from the operation of the Company's business.

2.7 Franchisee is prohibited from using the Denny's logo and marks on any employment documents including but not limited to any job applications, handbooks, or employment policies.

2.8 Franchisee agrees that no cigarette machine, video game machine, public telephone, automatic teller machine, or other type of vending machine or device will be installed in the Restaurant without the written approval of the Company.

3. TERM

3.1 The term of this Agreement will be for a period of ten (10) [eleven (11)] [twenty (20)] [twenty-one (21)] years commencing on _____ (Commencement Date), unless sooner terminated by the Company as provided for in this Agreement ("Term"). However, if the term of Franchisee's lease or sublease, if any, for the Restaurant site, including any option periods contained in said lease or sublease which are exercised by Franchisee, is for less than ten (10) [eleven (11)] [twenty (20)] [twenty-one (21)] years, then Franchisee has a good faith obligation to exercise any option periods in said lease or sublease, and the franchise will be for a term identical to the term of Franchisee's lease or sublease, but will in no event extend beyond ten [eleven] [twenty] [twenty-one] years from the Commencement Date. Upon expiration or earlier termination of this Agreement Franchisee will have no right or option to extend the Term of the franchise granted in this Agreement.

3.2 Offset Program. Franchisee may request permission to relocate a Restaurant to a new building built in an approved type in the same trade area. The proposal will be subject to the process in place at that time for approving a new restaurant, including without limitation encroachment impact. Upon approval and completion of construction, Franchisee has the right to close the original Restaurant and move the Denny's to the new location. In addition to the foregoing terms, to qualify for the Offset Program, Franchisee must:

- a. Identify and have a site approved for the replacement restaurant no later than two (2) years from the Opening Date;
- b. Open the Offset Restaurant no later than three (3) years from the Opening Date; and
- c. Not have the original and Offset Restaurants open at the same time. If the Company deems any down time between closing and opening to be too long, Company may impose requirements such as training as conditions to reopening.

4. LEASE REQUIREMENTS

4.1 If Franchisee has obtained the site for the Restaurant other than from the Company or its affiliates, then Franchisee will lease directly or purchase, as the case may be, the Restaurant site. The Company will have no liability under any such direct lease or purchase agreement. Franchisee will provide to the Company a copy of any lease and will include in any such direct lease the following terms and conditions:

- (i) The premises will be used only for the operation of the business franchised hereunder, the operation of a Denny's restaurant;
- (ii) The landlord consents to Franchisee's use of the premises as a Denny's restaurant and such restaurant will be open for business twenty-four (24) hours a day and seven (7) days a week;
- (iii) The landlord agrees to furnish the Company with copies of any and all letters and notices sent to Franchisee, including notices of default, if any, pertaining to the lease and the premises, at the same time that such letters and notices are sent to Franchisee;
- (iv) Franchisee may not sublease or assign all or any part of its occupancy rights in the premises;

(v) The Company will have the right to enter the premises to make any modifications necessary to protect the Denny's Marks and related proprietary rights or to cure any default under the lease or under this Agreement; and

(vi) The Company will have the right, at its sole option and without any obligation whatsoever to do so, to assume Franchisee's occupancy rights under the lease for the remainder of its term upon Franchisee's default or termination under such lease or under this Agreement.

5. IMPROVEMENTS, FIXTURES AND EQUIPMENT

5.1 If Franchisee has obtained the Restaurant site other than from the Company or its affiliates, then this Section 5 will apply to the reconstructing, remodeling, or other changes necessary to conform the site to the requirements set forth in this Section or as provided and updated by the Company from time to time in accordance with this Section.

5.2 Prior to the execution of this Agreement, the Company performed a walk through of the Restaurant and provided to Franchisee a scope of work for repair, maintenance and replacement of the Restaurant's equipment. As a condition of the Company's execution of this Agreement, Franchisee at its sole expense, will install such signs, fixtures, furniture and equipment in the Restaurant as are required in accordance with the Company's current requirements and specifications for same. Franchisee is responsible for obtaining all zoning classifications and clearances which may be required by state or local laws, ordinances or regulations. Franchisee will obtain all permits and certifications required for the lawful repair, maintenance and replacement work and the operation of the Restaurant from the applicable governmental authorities and submit to the Company a copy of all such required permits and certifications prior to commencing the repair and maintenance of the Restaurant.

5.3 The Company will provide Franchisee upon request with prototype plans and a sample layout for the interior of a typical Denny's restaurant and a set of typical interior construction, equipment and decor specifications (Plans, which will also include any such items provided under prior franchise agreements). At all times, Franchisee will use its best efforts to treat and keep the Plans and the information contained therein as confidential as possible and limit access to the Plans to employees and independent contractors of Franchisee on a need to know basis only. Franchisee acknowledges that the unauthorized use or disclosure of the Company's Plans and the Confidential Information (defined in Section 20.4 below) contained therein will cause irreparable injury to the Company and that damages are not an adequate remedy. Franchisee accordingly covenants that without the Company's prior written consent, Franchisee will not disclose (except to such employees, agents, contractors or subcontractors as must have access to such Plans for the Restaurant) or use, or permit the use of such Plans (except as may be required by applicable law or authorized by this Agreement), or copy, duplicate, record or otherwise reproduce such Plans, in whole or in part, or otherwise make the same available to any person or source not authorized in writing by the Company to receive such Plans or the information contained therein at any time during the Term or thereafter. Any and all information, knowledge and know-how not generally known in the restaurant business about the Company's products, services, standards, specifications, systems or procedures and techniques, and such information or material as the Company may designate as confidential will be deemed confidential for purposes of this Agreement, except any such information which Franchisee can demonstrate legally came to its attention prior to the disclosure thereof by the Company, or which legally is or has become a part of the public domain through publication or communication by others.

5.4 **FRANCHISEE WILL SUBMIT TO THE COMPANY A COMPLETE SET OF FINAL PLANS AND SPECIFICATIONS PRIOR TO COMMENCING THE REMODELING WORK FOR THE RESTAURANT.** To the extent the Company reviews such final plans and specifications, the Company may provide comments on the plans and specifications to Franchisee. Such review and approval by the Company will be limited to items and issues relating to the Denny's System only and are not intended to be a verification or approval of the structure of the building, mechanical systems or document accuracy. Examples of conceptual areas related to the Denny's System include signs, logos, finishes, decor and aesthetics,

guest comfort, and ability to serve food within the Company's standard for quality, timeliness and cleanliness.

5.5 Franchisee will use a qualified licensed general contractor to perform the remodeling work at the Restaurant. The Company will not be responsible for delays in the equipping or decoration of the Restaurant or for any loss resulting from the Restaurant design or construction. The Company must approve in writing any and all changes in the Restaurant plans relating to the Denny's System as described in Section 5.4 above, prior to the remodeling of the Restaurant or the implementation of such changes. FRANCHISEE WILL PROVIDE WRITTEN NOTICE TO THE COMPANY OF THE DATE UPON WHICH REMODELING OF THE RESTAURANT COMMENCED WITHIN SEVEN (7) DAYS AFTER COMMENCEMENT AND THEREAFTER WILL PROVIDE TO THE COMPANY PROGRESS REPORTS OF THE STATUS OF THE REMODELING WORK SIGNED BY FRANCHISEE'S ARCHITECT OR GENERAL CONTRACTOR. Franchisee's failure to commence the remodeling, equipping and reopening of the Restaurant promptly and with due diligence, will be grounds for the termination of this Agreement. The Company may make a final inspection of the completed Restaurant and may require such corrections and modifications as it deems necessary to bring the Restaurant into compliance with approved final plans and specifications. FRANCHISEE WILL NOTIFY THE COMPANY OF THE DATE OF COMPLETION OF REMODELING. Franchisee will also furnish to the Company:

a. Upon request, a letter from a licensed architect indicating that the Restaurant has been remodeled in substantial conformance with the approved final plans and specifications, including any changes thereto approved by the Company, and in accordance with all applicable federal, state and local governmental laws, statutes and ordinances regulating such construction including, without limitation, building, fire, health and safety codes; and

b. An unconditional final Certificate of Occupancy issued by the applicable local governmental entity.

5.6 Franchisee will provide all required signs, fixtures, furniture and equipment for the Restaurant at Franchisee's sole expense. Franchisee will have the right to select manufacturers and suppliers and purchase the required signs, fixtures, furniture and equipment from any source provided that the items to be purchased are in strict accordance with the specifications of the Company.

5.7 Franchisee is solely responsible for the acts or omissions of its contractors regarding compliance with all of the provisions of this Section 5 and the Company will have no responsibility for such acts or omissions. The Company will not be liable for any loss or damage arising from the design or plan of the Restaurant, by reason of its approval of plans and specifications or otherwise. Franchisee will indemnify the Company for any loss, cost or expense, including attorneys' fees that may be sustained by the Company because of the acts or omissions of Franchisee's contractors or arising out of the design or remodeling of the Restaurant.

5.8 Franchisee will purchase, use, and maintain certain brands, types, makes, and/or models of communications equipment, computer systems, Internet-connected devices, and hardware, including without limitation: (a) back office and point of sale systems; (b) electronic payment devices, printers, and other peripheral hardware; (c) archival back-up systems; and (d) network connectivity devices (the "Computer System"). At Company's request, Franchisee will purchase or lease, install, use and thereafter maintain, the Computer System at the Restaurant approved by Company. Company may periodically modify standards for the Computer System, and, if so, Franchisee will comply with the modified standards for, or otherwise acquire, at its cost, the modified Computer System and the computer hardware and software comprising the Computer System within a reasonable time frame not to exceed twenty-four months from the date of notice from Company. Company may, at its sole option, charge Franchisee for any computer usage costs that Company incurs as a result of Franchisee's use of the Computer System, including but not limited to a systems fee for modifications of and enhancements made to certain computer software that is owned or licensed by Company for use in the operation of the Technology Platform (defined in Section 5.9 below) and/or Computer System ("Proprietary Software") that Company licenses to Franchisee and other maintenance and support services that Company or its affiliates furnish to Franchisee related to the

Computer System. Company shall work with Franchisee to source approved products and upgrades; however, Franchisee will have sole and complete responsibility for the acquisition, operation, maintenance, and upgrading of the Computer System. Nothing herein prevents Franchisee and Company from entering into a separate service agreement for Franchisee's Computer System under which Company shall perform maintenance and upgrades.

5.9 Franchisee will purchase, use and maintain the computerized point of sale cash collection system (including all related hardware and software) that Company requires or otherwise approves in writing for use in connection with the operation of the Restaurant ("Technology Platform"). The Technology Platform must be connected to a communications medium specified by Company at all times and be capable of accessing the Internet via a designated third party network for the purpose of implementing software, transmitting and receiving data, accessing the Internet for ordering, and maintaining the Technology Platform. Upon notice from Company, at Franchisee's cost and expense, the Technology Platform will be electronically linked to Company's (or its affiliate's) computer or electronic systems, including any third party computer or electronic system to which Franchisee may be given access ("Intranet"). Franchisee will provide Company access to any Technology Platform information, at such times and in such manner as established by Company, with or without notice, to retrieve such transaction information, including customer, sales, sales mix, usage, and other operations data as Company deems appropriate. Franchisee will apply for and maintain debit cards, credit cards or other non-cash systems existing or developed in the future as specified by Company. Company, as business conditions warrant, may require Franchisee to periodically update, upgrade or replace the Technology Platform, including hardware and/or software.

5.10 If Company designates Proprietary Software, Franchisee will, at Company's written request, license or sublicense such software from Company or its designee and enter into a software (sub)license agreement on Company's or such designee's then-current form. Franchisee will purchase any periodic upgrades, enhancements or replacements to the Proprietary Software at Franchisee's sole cost and expense. Company will provide to Franchisee support services relating to the Proprietary Software as Company deems advisable at a reasonable charge. Franchisee must incorporate any or all required modifications or additions within a reasonable time frame not to exceed twenty-four months after receiving notice from Company, unless a longer time period is stated in such notice.

5.11 Company may, at its option, establish and maintain an Intranet through which Company and Franchisee may communicate with each other. Company will have control over all aspects of the Intranet, including the content and functionality thereof. At Company's option, Company may post, update and disseminate the Manuals and other Confidential Information through the Intranet. Any passwords or other digital identifications necessary to access the Manuals on the Intranet will be deemed to be part of Confidential Information. If established, Franchisee will have the mere privilege to use the Intranet, subject to Franchisee's strict compliance with the standards. Franchisee acknowledges that the Intranet facility and all communications that are posted or to be posted to it will become Company's sole property, free of claims of privacy or privilege that Franchisee or any other Person may assert. If established, Company will have no obligation to maintain the Intranet indefinitely, and may dismantle it at any time without liability to Franchisee.

5.12 Franchisee may be provided access to computer or electronic systems (or any substitute therefor), including, but not limited to, any third-party computer or electronic systems authorized by Company. Franchisee will be responsible for all of Franchisee's actions relating to such system, including use of any logon IDs, passwords or other authentication methods provided to Franchisee. All of Franchisee's connectivity or attempted connectivity to Company's computer or electronic systems will be only through Company's security gateways or firewalls. Franchisee will not access and will not permit unauthorized persons or entities within its control to access, Company's computing systems without Company's express written authorization, and any such actual or attempted access will be consistent with any such authorization. Franchisee will comply with Company's systems access requirements and related standards exclusively for the performance pursuant to this Agreement.

5.13 Pursuant to this section and the DFO, LLC and Denny's, Inc. Payment Card Agreement arrangement, franchisee's customer payment card data transmits directly to Company's processor

without contact with Franchisee. Nevertheless, if ever applicable, Franchisee, its affiliates, and their respective principals will: (i) obtain, maintain and adhere to all applicable standards established by the Payment Card Industry Data Security Standard ("PCI-DSS"); (ii) establish appropriate administrative, technical and physical controls consistent with applicable law and PCI-DSS to preserve the security and confidentiality of any credit card information, in any form whatsoever, that it stores, processes, transmits, or comes in contact with; (iii) promptly notify Company if Franchisee, its affiliates, or any of their respective principals suspects that there is, or has been, a security breach or potential compromise of any such credit card information; (iv) provide Company with updates regarding the status of PCI-DSS, which update may be through a completed PCI AOC (Attestation of Compliance), PCI-DSS SAQ (Self-Assessment Questionnaire) or other method acceptable to Company; and (v) promptly notify Company of any noncompliance with PCI-DSS requirements and comply with remediation actions and a timeline for implementation of such actions required by Company.

5.14 In addition to PCI-DSS data, Customer Data (defined below in this [Section 5.14](#)) obtained from, collected on behalf of, and shared with Company and/or its affiliates must be duly protected by Franchisee, its affiliates, and their respective principals. Franchisee, its affiliates, and their respective principals must protect private information and data, including PII (defined below in this [Section 5.14](#)), regarding customers, Company, or Company's affiliates with a level of controls proportionate to the sensitivity of the data. Franchisee, its affiliates, and their respective principals must adhere to applicable law with respect to data, which if compromised, could have a negative impact on Company's image or consumer confidence. Without Company's written consent, which Company may provide or withhold at its sole option, Franchisee, its affiliates, and their respective principals may not share with any third party any Customer Data obtained from, collected on behalf of, and shared with Company or Company's affiliates. "Customer Data" means any information from, about, or relating to customers of the Restaurant that identifies, or can be used to identify, contact, locate, or be traced back to the specific Person to whom such information pertains, or from which identification or contact information of a Person can be derived. Customer Data includes any PII. "PII" means personally identifiable information or personal data regarding a natural person, including, without limitation, a natural person's name, address, phone number, fax number, email address, passport number, financial profile, credit card information, or any other information by which one is reasonably able to personally identify one or more natural persons, or such term is otherwise defined under applicable law.

6. FEES, TAXES AND OTHER CHARGES

6.1 Franchisee agrees to pay to the Company during the Term the following:

a. Successor Franchise Fee. Franchisee will pay to the Company a successor franchise fee of Ten Thousand Dollars (\$10,000) [Thirty Thousand Dollars (\$30,000)] in the form of a cashier's check or other readily available funds, due and payable upon the execution of this Agreement. Franchisee hereby acknowledges and agrees that the grant of this franchise and the agreements of the Company contained in this Agreement constitute the sole and only consideration for the payment of the successor franchise fee and the successor franchise fee will be fully earned by the Company upon execution of this Agreement. In that regard, upon the payment of the successor franchise fee, it will be deemed fully earned and non-refundable in consideration of the administrative and other expenses incurred by the Company granting this franchise and for the Company's lost or deferred opportunity to franchise to others.

b. Royalty Fee. For use of the Denny's Marks and the availability of Company supplied supervisory, training and other professional personnel, a weekly royalty fee ("Royalty Fee") of four and one-half percent (4.5%) of Franchisee's weekly gross sales, as defined in [Section 7.1](#).

c. Brand Building Fee. For advertising, public relations and promotion, and for the creation and development of advertising, public relations and promotional campaigns, as described in [Section 8.1](#), a weekly fee of three percent (3%) of Franchisee's gross sales, as defined in [Section 7.1](#).

d. All other fees, costs, expenses, taxes and charges which are from time to time paid by the Company, in its sole discretion and without any obligation to do so, on behalf of Franchisee

in connection with products, services, supplies, marketing materials, equipment, goods, materials or inventory furnished to Franchisee by the Company or by any third party, or otherwise, including, but not limited to, amounts paid to vendors, contractors, insurance carriers and any sales, use, transfer or other taxes, assessments or charges paid to governmental agencies arising from the existence, operation or maintenance of the Restaurant. Any payment made by the Company pursuant to this Section will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement.

6.2 Franchisee agrees to pay interest to the Company on any amounts which may become due to the Company from Franchisee, if such are not paid when due, at the rate of fifteen percent (15%) per annum or the maximum interest rate permitted by law, whichever is less.

6.3 Failure by Franchisee to timely remit the weekly payments and the related weekly reports described in Section 7.2 below will result in the assumption that the weekly payments due to Company for any given week where a payment and/or report are not provided by Franchisee are equal to the average of the last two weekly payments received by Company from Franchisee, plus ten percent (10%), plus interest.

7. FINANCIAL REPORTING, BILLING AND PAYMENT

7.1 The term "gross sales" as used in this Agreement will mean the total revenues derived by Franchisee in and from the Restaurant from all sales of food, goods, wares, merchandise and all services made in, upon, or from the Restaurant whether for cash, check, credit or otherwise, without reserve or deduction for inability or failure to collect the same. Gross sales include, without limitation: (a) sales and services where the orders originate at and are accepted by Franchisee into the Restaurant even if delivery or performance thereof is made from or at any other place, or other similar orders are received or billed at or from the Restaurant; (b) all orders placed outside the Restaurant but prepared in the Restaurant; (c) all amounts received from third party businesses as consideration whether or not tied to specific orders or transactions; and (d) any sums or receipts derived from the sale of meals to employees of the Restaurant. Gross sales will not include rebates or refunds to customers, or the amount of any sales taxes or other similar taxes that Franchisee may be required to and does collect from customers to be paid to any federal, state or local taxing authority.

7.2 The week's operating, accounting and billing period for Franchisee ends each Thursday morning at 7:00 a.m. The quarterly operating, accounting and billing period for Franchisee is a four (4) week month, a four (4) week month and a five (5) week month. This four-four-five week quarter requires that all accounting information, including payroll expenses, reflect a maximum of twenty-eight (28), twenty-eight (28), and thirty-five (35) days of income and expense respectively.

7.3 For each week of the Term, Franchisee is required to send the Company a Weekly Sales and Royalty Fee Transmittal which is supported by dated, original, cumulative point of sale data in the from the Company may, from time to time, require. Throughout the Term, Franchisee will be required to participate in the Company's Payment Card Program as it is administered from time to time in accordance to the DFO, LLC and Denny's, Inc. Franchise Payment Card Agreement. Under the terms of the Payment Card Program, all sales at the Restaurant paid with a card are remitted directly to the Company. After receiving the card payments on the Franchisee's behalf, the Company will subtract any payments that Franchisee owes under this Agreement or other agreements with the Company, whether under this Agreement, any other DFO, LLC Franchise Agreement or similar agreement with Company including payments for any royalty fee, advertising fee, and any other periodic payments and miscellaneous outstanding charges and other amounts that may be owed by Franchisee under such agreements as well as any amounts which the Franchisee may owe to the Company's affiliates (including any payments due under a promissory note, lease, sublease, any Ad Coop (as defined below)). The Company will then remit the balance, if any, or bill Franchisee for the remaining amount. Likewise, Franchisee is required to send to the Company a check or wire transfer for any fees not paid by the credit card sales. Failure to participate in the payment card program or a default under that program constitutes a default under this Agreement.

The payment, if any, the Weekly Sales and Royalty Fee Transmittal and dated, original, cumulative point of sale data in the form the Company may, from time to time, require must be sent to the Company. This transmittal must be postmarked no later than two days following the weekly close. Company may require that the data and payment be transmitted electronically. The Company will have the right to verify the sales information submitted by Franchisee, including, but not limited to, the right to export sales information directly from Franchisee's point of sale system, or otherwise obtain information regarding the sales at the Restaurant.

Failure to participate in the payment card program or a default under that program constitutes a default under this Agreement.

7.4 One hundred twenty (120) days after the end of each fiscal year of the franchised business during the Term, Franchisee is required to provide to the Company an unaudited compilation of a profit and loss statement and a balance sheet, in a form prescribed by Company, of the franchised business as prepared by a Certified Public Accountant in a form approved by the Company. This compilation of the fiscal year-end financial statements must be signed by Franchisee, Franchisee's treasurer or Franchisee's chief financial officer, who will represent that the financial statements present fairly the financial position of Franchisee and the results of the operations of the Restaurant and franchised business during the period covered.

7.5 Franchisee agrees to make all payments when due to third parties for obligations arising out of or in any way connected with the existence, operation or maintenance of the Restaurant including, but not limited to rental and mortgage payments, and payments for utilities, services, products, equipment, supplies, goods, inventory, materials, taxes, labor and other matters. If Franchisee fails to make any such payment in accordance with the foregoing, the Company will have the right, but not the obligation, to make such payment on behalf of Franchisee, and such payment will be without prejudice and in addition to all other available rights and remedies. Any payment made by the Company pursuant to this Section will be due by Franchisee to the Company as an additional amount for the weekly billing period in which such payment is made by the Company. Franchisee hereby authorizes Company and its affiliates to contact Franchisee's lenders, landlords, vendors, and tax authorities, from time to time and without notice to Franchisee, to inquire as to the status of Franchisee's payment obligations to such parties. To the extent required by applicable law, Franchisee hereby appoints Company as its attorney in fact in order to obtain Franchisee's tax information. This appointment does not create any fiduciary duty or relationship between the parties, and such inquiries will create no liability or obligation on the part of Company, including any obligation: 1) for any of Franchisee's obligations; 2) to monitor or advise on Franchisee's financial situation; or 3) to report any of Company's findings to Franchisee or others. This right is provided to Company to allow it to determine Franchisee's financial condition, if Company so chooses, and for Company's sole benefit. Franchisee agrees to cooperate with Company and its affiliates in this regard and agrees to issue any documentation necessary to Company in order to comply with the terms of this provision.

7.6 Franchisee will maintain accurate and complete books and records pertaining to the operation and maintenance of the Restaurant as required by the standards, policies and procedures established, from time to time, by the Company. Franchisee will be solely responsible for performing all record keeping duties and the cost for all such services will be borne solely by Franchisee.

7.7 The Company will require Franchisee to have Internet access and access to the World Wide Web at both the Restaurant and at Franchisee's business office. Franchisee understands that the Company may use the Internet as a form of communication for billing purposes, changes in operations manuals, updates for policies and procedures and other areas of restaurant operations.

7.8 All of the accounts, books, records and federal, state and local tax returns and reports of Franchisee, so far as they pertain to the business transacted under this Agreement, will be open to inspection, examination and audit by the Company and its authorized representatives at any and all times, and copies thereof may be made by the Company and retained for its own use. All of such records will be maintained and retained by Franchisee for the full term hereof and for five (5) years thereafter. The

Company may perform such auditing for the purpose of verifying the operating and financial data upon which the rents, fees and other charges payable to the Company are based. Any such inspection, examination and audit will be at the Company's cost and expense unless the same is necessitated by Franchisee's failure to prepare and deliver its transmittal reports to the Company as required herein, or to maintain books and records as herein above provided, or unless any such transmittal report is determined to be in error to an extent of two percent (2%) or more. Then, in any such event, the cost and expense for such inspection, examination and audit will be borne and paid by Franchisee. Any such cost and expense will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement.

8. BRAND BUILDING FUND, MARKETING, WEBSITE AND MARKETING CHANNELS

8.1 The Company will have the right at any time, in its sole discretion to establish a fund for brand advertising and promotion of the Denny's System (the "Brand Building Fund"). During the existence of the Brand Building Fund, Franchisee will contribute to the Brand Building Fund in the manner specified in Section 7.3 above, such amounts as Company may specify in accordance with Section 6.1(c) above. The Brand Building Fund will be maintained and administered by the Company as follows:

a. The Company will direct all marketing programs, with sole discretion over the concepts, materials, and media used in such programs as well as placement and allocation. The Company is not obligated, in administering the Brand Building Fund, to make expenditures for Franchisee which are equivalent or proportionate to Franchisee's contribution, or to ensure that any particular Franchisee benefits directly or pro rata from expenditures by the Brand Building Fund.

b. The Brand Building Fund, all contributions, and any earnings, will be used exclusively to meet any and all costs of maintaining, administering, directing, conducting, and preparing marketing, advertising, public relations, and promotional programs and materials, and any other activities including socially responsible activities, which the Company believes will enhance the image of the Denny's System. These uses may include, among other things, the costs of preparing and conducting media marketing campaigns; direct mail advertising; marketing surveys, consumer research, and other public relations activities; employing advertising and public relations agencies; sponsoring organizations and events; purchasing promotional items; conducting and administering in-store promotions; and providing promotional and other marketing materials and services to Denny's Restaurants .

c. Franchisee will contribute to the Brand Building Fund by separate payment made payable (or as otherwise directed for payment) to the Company. All sums paid by Franchisee to the Brand Building Fund will not be used to defray any of the expenses of the Company, except for such reasonable costs, salaries and overhead as the Company may incur in activities reasonably related to the direction and implementation of the Brand Building Fund and marketing programs for operators and the Denny's System, including costs of personnel and related expenses for creating and implementing marketing, advertising, and promotional programs. The Brand Building Fund and any earnings from it will not otherwise inure to the benefit of the Company.

d. The Company will provide an annual accounting of Brand Building Fund disbursements for review of their reasonable and appropriate relationship to the stated purpose of such Fund to an elected franchise committee. The elected franchise committee will be comprised of four members of the Denny's Franchisee Association ("DFA") Board designated by such Board, along with two additional franchisee owner representatives mutually agreeable. This elected franchise committee will be advisory in nature and provide written comments as may be appropriate upon completion of their review.

e. The Company reserves the right, in its sole discretion, to discontinue the Brand Building Fund upon written notice to Franchisee

f. The Company may, but is not required to, make available to Franchisee from time to time, marketing plans and promotional materials, including newspaper mats, coupons, merchandising materials, sales aids, point-of-purchase materials, special promotions, direct mail materials, and similar marketing and promotional materials produced from contributions to the Brand Building Fund. Franchisee acknowledges and agrees that it will be reasonable for the Company to not provide any such materials to Franchisee during any period when Franchisee is not in full compliance with its obligations to contribute to the Brand Building Fund. Additionally, if monies of the Brand Building Fund are used to produce point of sale materials, or other samples or other promotional materials and items, the Company may, on the behalf of the Brand Building Fund, sell such items to franchisees in the Denny's System at a reasonable price, with any proceeds from the sale of such items or materials contributed to the Brand Building Fund.

8.2 Any and all advertising, promotion, and marketing that Franchisee conducts must be clear, factually accurate, and not misleading, and must conform to applicable law and the highest standards of ethical marketing and the promotion of policies which Company prescribes from time to time, including, but not limited to, the standards that Company periodically prescribes in the Manuals or otherwise approves in writing for the Restaurant. Franchisee must submit to Company in writing for approval all proposed advertising, promotional, and marketing materials which Company has not prepared or previously approved in writing within the prior twelve (12) months, and Franchisee must receive Company's prior written approval before Franchisee may use such materials. Franchisee may not use any advertising or promotional materials that Company has not approved in writing or has disapproved. Company will own the copyrights to any materials so submitted, whether approved by Company or not. In the event of a breach of this Section, the Company will have the right to remove any unauthorized material at the expense of Franchisee. In all cases, Company has control over any profiles that use or relate to the Denny's Marks, that display the Denny's Marks, or that are maintained on social media outlets or platforms, including, without limitation, Facebook, Instagram, Twitter, Pinterest, Foursquare, and all other similar outlets or platforms that may exist in the future. Company may (but need not) establish guidelines pursuant to which Franchisee may establish profiles or otherwise establish a presence on such social media outlets. In such event, Franchisee must comply with the standards imposed from time to time on such use. Franchisee will sign over control of any social media accounts or profiles, with fan bases intact, and provide access to reports and history of promotion performance, upon Company's request.

8.3 The Company will have the right, but not the obligation, to designate, in its sole discretion, any geographical area (whose borders may change from time to time) for the purposes of establishing a local advertising cooperative (the "Ad Coop"). If an Ad Coop is established for the local area in which the Restaurant is located, Franchisee will immediately become a member of such Ad Coop and will execute the Ad Coop Membership Agreement and such other documentation as the Company or the Ad Coop may require of members of the Coop. The Ad Coop will determine a contribution rate by majority vote of the member restaurants, which will not exceed 0.5% of gross sales without the consent of each contributing franchisee. If the Company, or one of its affiliates, operates a Denny's restaurant within a geographical area in which an Ad Coop has been established, the Company, or its affiliate, will, for each applicable Denny's restaurant, participate in the Ad Coop on the same terms as franchisees who are required to become a member of such Ad Coop. All marketing and promotional activities of the Ad Coop and use of funds contributed to the Ad Coop will be subject to the Company's or its authorized marketing representative's sole discretion and prior approval. Franchisee agrees and acknowledges that the Company may grant, for any length of time, to any Franchisee an exemption from the requirement of membership in the Ad Coop. The Company's decision concerning such request will be final, and any exemption from Ad Coop membership will be subject to the condition that the franchisee spend on approved local advertising any amounts that would have otherwise been paid to the Ad Coop. Contributions to an Ad Coop will be in addition to the advertising contributions contemplated by Section 6 of this Agreement, and any contributions made by Franchisee to the Company will not reduce Franchisee's independent obligations to the Ad Coop. Similarly, any contributions made by Franchisee to the Ad Coop will not reduce Franchisee's obligations to make payments required by Section 6 of this Agreement.

8.4 Company will reference the Restaurant on the website(s) Company develops for the Denny's System ("Website") so long as Franchisee is in full compliance with this Agreement. At Company's

request, Franchisee will provide to Company true, complete and correct information relating to the Restaurant for inclusion on the Website. Franchisee acknowledges and agrees that Company will have final approval rights over all information on the Website. Company will own all intellectual property and other rights in the Website, all information contained on it and all information generated from it (including the domain name or URL, the log of "hits" by visitors and any personal or business data that visitors supply). If Franchisee is in default of any obligations under this Agreement, Company may, in addition to its other remedies, temporarily remove references to the Restaurant from the Website and reroute phone numbers as Company deems appropriate. Company may, at Company's option, discontinue any or all of the Websites at any time. All local marketing that Franchisee develops for the Restaurant must contain notices of the uniform resource locator ("URL") of the Website in the manner that Company periodically designates.

a. Franchisee may not without Company's prior written approval (i) register a domain name to be used in connection with the Restaurant or that contains the Denny's Marks or any words or designations similar to the Denny's Marks, (ii) establish a separate website to advertise, market or promote the Restaurant, or to conduct commerce or directly or indirectly offer or sell any products or services, using any domain name that contains the Denny's Marks or any words or designations similar to the Denny's Marks, or (iii) use a search engine keyword or metatag in connection with the Restaurant or operation of the Restaurant, or (iv) register an e-mail address that contains the Denny's Marks or any words or designations similar to the Denny's Marks.

b. If Company consents to Franchisee's establishment of a website, Franchisee agrees to submit to Company samples of Franchisee's website format and information in the form and manner Company may reasonably require, and Franchisee agrees to comply with the standards for websites as Company may prescribe from time to time. Company will register, or at Company's written direction Franchisee will register, all domain names, e-mail addresses, or websites that contain the Denny's Marks or any words or designations similar to the Denny's Marks. Company may license use of the registered item back to Franchisee under a separate agreement. Franchisee must pay all costs and any fees Company may charge for registration, maintenance and renewal of domain name(s) and website(s). Company retains the right to pre-approve Franchisee's use of linking and framing between Franchisee's website and all other websites.

c. If Company consents to Franchisee's establishment of a website, the information Franchisee provides on Franchisee's website will not be false, inaccurate or misleading; infringe any third party's copyright, patent, trademark, trade secret or other proprietary rights or rights of publicity or privacy; violate any applicable laws; be defamatory, trade libelous, unlawfully threatening or unlawfully harassing; be obscene or contain any sexually explicit images; contain any viruses or other computer programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information; or create liability for Company or cause Company to lose the loyalty of customers. Company may, at any time, modify Company's policies with regard to domain names and websites. Nothing in this Section 8.4 will limit Company's right to maintain websites other than the Website(s) or to offer and sell products or services under the Denny's Marks from the Website, another website or otherwise over the Internet without payment or obligation of any kind to Franchisee.

8.5 Company may, at its option, establish or has established one or more Internet websites including mobile versions thereof, mobile applications, social media pages, and other advertising mediums ("Marketing Channels") to promote the Denny's Brand and may disable or terminate any Marketing Channel at any time without liability to Franchisee. Company will solely determine the design, content and functionality of its Marketing Channels. Franchisee acknowledges and agrees that Company (or its affiliate) is the principal of, and will retain all right, title and interest in and to any existing and future Marketing Channels owned, or operated by Company, or incorporating the Denny's Marks in any manner including use of any specific country code; all computer code used for or on Company's web sites; all text, images, sounds, files, video, designs, animations, layout, color schemes, trade dress, concepts, methods, techniques, processes and data used in connection with, displayed on, or collected from or through Company's Marketing Channels; and all intellectual property rights in or to any of the foregoing. Company may periodically include content that identifies Denny's restaurants operated under the Denny's Marks. For the avoid-

ance of doubt, Franchisee is expressly prohibited from owning, operating, or launching any Marketing Channels of any kind without the express prior written consent of Company. At Company's request, Franchisee must sign any documents, submit any information and do any other things that Company reasonably requires to participate in any Marketing Channel administered by Company.

9. INSURANCE AND INDEMNIFICATION

9.1 During the Term, Franchisee will obtain and maintain insurance coverage in accordance with the Company's insurance requirements from time to time with insurance carriers acceptable to the Company. The coverage will also comply with the requirements of Franchisee's lease or sublease, if any, for the Restaurant site; and will include: (a) broad form comprehensive general liability coverage, including products liability and broad form contractual liability coverage, in the amount of at least one million dollars (\$1,000,000.00) combined single limit; (b) all risk insurance covering the building, structures, equipment, improvements and the contents in and at the Restaurant, on a full replacement cost basis, including an agreed amount endorsement if applicable, insuring against all risks of direct physical loss (except for such unusual perils as nuclear attack, earth movement and war); (c) business interruption insurance in actual loss sustained form covering the rental of the Restaurant site, previous profit margins, weekly royalty and advertising fees paid to the Company, maintenance of competent personnel and other fixed expenses; (d) workers' compensation insurance as may be required by applicable law; (e) liquor (dramshop) liability insurance if the Franchisee has a liquor or beer and wine license or sells alcoholic beverages in the Restaurant; (f) in connection with and prior to commencing any construction, refurbishment or remodeling of the Restaurant, Franchisee will maintain Builder's All Risks insurance and performance and completion bonds in forms and amounts acceptable to the Company; and (g) commercial umbrella insurance, with limits of not less than five million dollars (\$5,000,000) to cover all primary underlying coverages. As proof of all required insurance, a certificate of insurance and endorsement will be submitted by Franchisee for the Company's approval. Franchisee will deliver a complete copy of Franchisee's then-prevailing policies of insurance to the Company within thirty (30) days following the delivery of the certificate of insurance.

9.2 Franchisee will also maintain a Grantor of Franchise endorsement and the Company, its parents, affiliates, and subsidiaries will be named as an additional insured on all of such policies referenced in Section 9.1 above to the extent of their interests and will be provided with certificates of insurance evidencing such coverage. Thereafter, Franchisee will provide certificates of insurance to the Company annually upon renewal or extension of the policies referenced in Section 9.1 above. All public liability and property damage policies will contain a provision that the Company, its parents, affiliates and subsidiaries, although named as an insured, will nevertheless be entitled to recover under such policies on any loss occasioned to them, their affiliates, officers, agents and employees by reason of the negligence of Franchisee, its principals, contractors, agents or employees. All policies will extend to and provide indemnity for all obligations assumed by Franchisee hereunder and all other items for which Franchisee is required to indemnify the Company under the provisions of this Agreement and will provide the Company with at least thirty (30) days' notice of cancellation or termination of coverage. The Company reserves the right to specify reasonable changes in the types and amounts of insurance coverage required by this Section 9. Should Franchisee fail or refuse to procure the required insurance coverage from an insurance carrier acceptable to the Company or to maintain it throughout the Term, the Company may in its discretion, but without any obligation to do so, obtain such coverage for Franchisee, in which event Franchisee agrees to pay the required premiums or to reimburse the Company. The amount of such premiums will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement. Failure to maintain the required insurance or to promptly reimburse the Company for any premiums paid on behalf of Franchisee by the Company will constitute a default.

9.3 Franchisee, on behalf of itself, its affiliates, and their respective owners, officers and directors ("Indemnifying Parties"), will indemnify, defend and hold harmless the Company, its subsidiaries, parent and affiliates, shareholders, directors, officers, employees and agents ("Indemnified Parties") against and reimburse any one or more of the Indemnified Parties for any and all losses, claims, costs, expenses (including attorneys' fees), damages and liabilities arising out of or from or related to, any claims, directly or indirectly, arising out of or from or related to the operation of the Restaurant (including, without limitation, delivery, take-out, catering, or any other off-site sales activity), any breach of this Agreement, the Manuals,

or the standards by the Indemnifying Parties, or any breach by the Indemnifying Parties of any other agreement between Company or its affiliate, on the one hand, and an Indemnifying Party on the other hand. Company has the right, at its option, to defend any such claim against it at Franchisee's sole cost and expense. If Franchisee defends any claim where Franchisor is named as a party, it may not enter into any settlement agreement or otherwise resolve or conclude the matter without Company's prior written consent. This indemnity will continue in full force and effect subsequent to, and notwithstanding, the expiration or earlier termination of this Agreement. Under no circumstances will Company or any other Indemnified Party be required to seek recovery from any insurer or other third party, or otherwise to mitigate its or Franchisee's losses, claims, costs, expenses, damages and liabilities in order to maintain and recover fully a claim against an Indemnifying Party. Any failure to pursue such recovery or mitigate a loss will in no way reduce or alter the amounts recoverable by Company or another Indemnified Party from an Indemnifying Party. Such losses, claims, costs, expenses, damages and liabilities will include, without limitation, those arising from latent or other defects in the Restaurant, whether or not discoverable by the Company, and those arising from the death of or injury to any person or arising from damage to the property of Franchisee or the Company, their agents or employees, or any third person, firm or corporation, whether or not such losses, claims, costs, expenses, damages or liabilities were actually or allegedly caused wholly or in part through the active or passive negligence of the Company or any of its agents or employees or resulted from any strict liability imposed on the Company or any of its officers, agents or employees.

9.4 Company will indemnify Franchisee against all losses, claims, costs, expenses, damages or liabilities actually caused wholly or in part through the active passive negligence, or willful misconduct, of the Company or any of its agents or employees as a result of any breach of the PCI-DSS data or Customer Data collected by any third party at the direction of the Company.

10. OPERATING REQUIREMENTS

10.1 Company requires that each franchise group have sufficient financial resources as well as operating experience with a restaurant concept similar to Denny's. The operational component can be satisfied by one of the individual signatories of this Agreement or by an officer, managing member or owner of a Franchisee organized as a legal entity that has delivered a guarantee (pursuant to Section 21.2 or otherwise) (such person in either event is referred to as a "Managing Owner.") If there is no individual franchisee or owner/guarantor with sufficient restaurant operations experience, or if qualified individuals do not meet the other requirements for this role, then in either case the Franchisee must affiliate with a qualified operator (a "Designated Operator") and organize the franchise entity so that the Designated Operator has operational control over the Restaurant.

10.2 Franchisee will identify one or more Managing Owner or Designated Operator as the person(s) responsible for restaurant operations. Persons approved by Company in the grant of this Agreement or as part of an assignment or subsequently (with respect to the Restaurant in particular) as satisfying Company's restaurant operating requirements will retain status as operationally approved, subject to meeting ongoing requirements which apply when and if they are in control of the Restaurant. For example, a Managing Owner who does not reside sufficiently close to a restaurant or does not supervise a restaurant on a regular basis may be operationally approved, so long as there is also a Designated Operator who satisfies these requirements. The Managing Owner would only need to satisfy the ongoing requirements at such time, if any, as he replaces the Designated Operator.

10.3 A Managing Owner must satisfy the following requirements: (a) be approved by the Company; (b) have a significant beneficial equity interest in the Restaurant business; (c) devote sufficient time to the Restaurant to provide effective management, oversight and direction; and (d) permanently reside close enough to the Restaurant to be there on a regular basis as well as on short notice as needed to oversee operations. Requirements (b) - (d) are ongoing.

10.4 A Designated Operator must satisfy the following requirements: (a) be approved by the Company; (b) either (i) have a beneficial equity interest of at least ten percent in the Restaurant business, or (ii) have an employment agreement with Franchisee approved by the Company under which the

Designated Operator has a firm, durable and substantial stake in the success of the business of the Restaurant; (c) devote full time and best efforts to the supervision of Denny's restaurants; and (d) permanently reside close enough to the Restaurant to be there on a regular basis as well as on short notice as needed to oversee operations. Requirements (b) - (d) are ongoing.

10.5 The governing documents for a Franchisee organized as a legal entity must contain a provision substantially as follows, or otherwise acceptable to the Company:

Notwithstanding anything to the contrary in this or any other agreement by any parties concerning the operation of a Denny's restaurant: (x) any decision concerning the management or operation of the Denny's restaurant or the observance of standards established by DFO (Company) in the franchise agreement, brand standards manual, or otherwise, will require the consent of the person approved by DFO as Managing Owner or Designated Operator pursuant to the franchise agreement; and (y) any action concerning the foregoing matters taken, resolved or decided by the Managing Owner or Designated Operator will be binding on the Franchisee, regardless of whether other persons or parties support or oppose the matter. Where there is more than one Managing Owner or Designated Operator, a decision under item (x) may be adopted if supported by any one of them, and the consent of all of them may be required for a matter under item (y) to take effect.

10.6 From time to time at the request of Franchisee, the Company will evaluate any other person who satisfies the criteria to see if such person can be added or substituted as a Managing Owner or Designated Operator. Once such approval is granted in writing, from that time forward, any previously approved Designated Operator and Franchisee may cease to be bound by arrangements aimed at satisfying requirement 10.4(b). Anyone approved as a Managing Owner or Designated Operator who remains an owner of Franchisee will qualify as a Managing Owner or Designated Operator for purposes of decision making under Section 10.5, even though such person is not primarily responsible for Restaurant operations.

10.7 If at any time the Managing Owner or Designated Operator (or, where there are multiple approved Managing Owners or Designated Operators for a Restaurant, then all such individuals, or the last remaining one of them): (a) dies or becomes incapacitated; (b) ceases to satisfy the requirements of this Agreement; or (c) terminates, transfers or changes his/her ownership, agreements or employment with Franchisee so as to no longer meet the requirement 10.4(b) for a Designated Operator; then in any such event the Franchisee will be in default under this Agreement. Franchisee will have 120 days in which to designate and obtain Company's approval of a replacement Managing Owner or Designated Operator who satisfies all requirements. In addition, Franchisee will formulate and implement a plan satisfactory to the Company to assure proper operation of the Restaurant in the interim. Approval of or compliance with such plan or other operating requirements will not extend the 120 day cure period.

10.8 Franchisee, individual guarantors, Managing Owners and Designated Operators will continuously certify compliance with these requirements, with documentation reasonably satisfactory to the Company, upon request.

10.9 The same person may serve as the Managing Owner or Designated Operator for multiple Denny's restaurants in one local area which are owned by the same franchise group, but circumstances will limit the number and location of restaurants which any individual can supervise effectively. If Franchisee owns or operates Denny's restaurants in separate localities, Franchisee must designate at least one different Managing Owner or Designated Operator for each area. Each Managing Owner or Designated Operator must satisfy the ongoing requirements for all the restaurants he supervises.

10.10 Throughout the Term the Restaurant will be managed by not less than three (3) managers who have completed the Company's manager training program and who exercise responsibility for the day-to-day operation of the Restaurant, including the preparation of food, accounting and the supervision and training of personnel. Each of these trained managers will be required to work at the Restaurant on a full-time basis and permanently reside near the Restaurant. One of the required managers can be the Managing Owner or Designated Operator if the full time responsibilities of that person consist only of the

Restaurant. Where the Managing Owner or Designated Operator oversees multiple restaurants, three other managers are required. A manager who is not the Designated Operator is not required to have an equity interest in the Restaurant business.

10.11 Notwithstanding any of requirements in this section, neither the Managing Owner or Designated Operator are employees or agents of the Company. The Franchisee retains sole authority to hire, supervise, direct, discipline and terminate the Managing Owner and Designated Operator at all times.

11. COMPLIANCE WITH MANUALS

11.1 Franchisee acknowledges and agrees that strict and continued adherence by Franchisee to the Company's standards, policies, procedures and requirements is expressly made a condition of this Agreement, so that failure on the part of Franchisee to so perform will be grounds for termination of this Agreement as provided in Section 18 hereof. The Company has prepared, and amends and revises, from time to time, manuals (the "Manuals") relating to the operation of restaurants in the Denny's System. Franchisee agrees to comply with any such amendment or modification as of the date that such amendment or modification becomes effective. The Company will loan to Franchisee one copy of the Manuals and the Manuals will at all times remain the sole property of the Company. Franchisee understands that the Company has entered into this Agreement in reliance upon Franchisee's representation that it will strictly comply with all the provisions of the Manuals. Any required standards exist to protect our mutual interests in the Denny's System and the Trademarks and not for the purpose of establishing any control or duty to take control over those matters that are reserved to the Franchisee.

11.2 Franchisee agrees that it is in the best interest of the business conducted at the Restaurant to prepare and serve food in the Restaurant only from ingredients which meet the product specifications set forth in the Manuals (the "Specifications.") Franchisee further agrees that all products, equipment, goods, inventory and supplies used in connection with the Restaurant including, without limitation, the coffee will comply with these Specifications.

11.3 Franchisee acknowledges that it has received a copy of the Manuals. The Company has consulted with the vendors set forth in the approved supplier list comprising the Manuals, and each vendor has agreed to offer products, equipment, goods, inventory, supplies or paper products which will comply with the Specifications. Manuals, in the form of approved supplier lists and Specifications, are furnished to Franchisee for Franchisee's convenience only, and Franchisee will be entitled to purchase products, equipment, goods, inventory, supplies and paper products which comply with the Specifications from any other vendor offering such items. If Franchisee desires to purchase any products from any unapproved vendor, Franchisee will first submit to the Company a written request for approval of any such vendor prior to Franchisee's use of any such unapproved vendor, or Franchisee will request the vendor itself to do so. The Company will have the right to require that its representatives be permitted to inspect the vendor's facilities, and that samples from the vendor be delivered, either to the Company or to an independent laboratory designated by the Company for testing. The Company reserves the right, at its option, to re-inspect the facilities and products of any approved vendor and to revoke its approval upon the vendor's failure to continue to meet any of the Company's then-current criteria. Nothing in the foregoing will require the Company to approve any vendor. The Company agrees to evaluate any item which Franchisee is considering procuring to determine whether such item complies with the Specifications. No charge will be made by the Company for the services of the Company's employees in connection with such evaluation; however, Franchisee will reimburse the Company for amounts paid to independent laboratories or consultants chosen by the Company in its sole discretion to assist in such evaluation. All such amounts will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement. This section 11 applies equally to distributors (at any level, including without limitation redistributors and firms delivering and selling directly to restaurants) and to ultimate vendors, who may sell to restaurants through approved distributors.

Company and the DFA have created a body known as the Supply Chain Oversight Committee (“SCOC”) to collaborate on strategic supply chain oversight and improvements for traditional, full-service restaurants within the contiguous 48 United States. Franchisee is obligated to enter into a Franchise Participation Agreement in the form approved from time to time by the SCOC.

Through December 31, 2020, Company as franchisor agrees to provide at Company’s expense and without cost to Franchisee:

(1) procurement services for substantially all food, beverage and single-use supplies which Company specifies from time to time for use in the United States. This would not necessarily include:

- a. items delivered directly to restaurants by the vendor, including without limitation produce, locally baked goods, and dairy.

- b. furniture, fixtures, equipment

(2) oversight of one broad-line distributor serving the greatest number of restaurants in the United States, to monitor the distributor’s compliance with the terms of the contract under which it serves the Denny’s system.

To the extent the SCOC determines that any of the procurement services which fall under this provision should be handled by a third party, or that any products which currently fall under subsection (1) should be purchased or distributed in a different manner compared to the Company’s practice on January 1, 2014, then in either such event, Company will thereafter have no further obligation under this section with respect to such services or products.

11.4 As uniformity of appearance and public recognition are materially important to the financial success of Franchisee and the Company, Franchisee agrees that in connection with the operation of the Restaurant, Franchisee will:

- a. Use only uniforms, menus, signs, cards, posters, notices, displays, decorations, table tents and other such advertising materials which are identical in appearance and quality to those furnished or approved by the Company. The Company agrees to make its menu-stock (preprinted as to all matters other than menu prices), including specials and featured items, available to Franchisee for printing if Franchisee elects to charge prices not provided for in the Company’s menu codes. Franchisee agrees that all specials or featured items designated by the Company will be included as part of the menu and will be made available on the days and times designated by the Company at an additional cost; and

- b. Not authorize or permit in the Restaurant, or on behalf of the Restaurant business, any advertising, signs, cards, posters, notices, displays, decorations or table tents other than those described in Subsection 11.5.a, nor authorize or permit in or around the Restaurant any products or services which are not offered in Company-operated restaurants, without the prior written consent of the Company.

12. RESTAURANT MAINTENANCE, REPAIR AND REMODELING

12.1 Maintenance and repair of the Restaurant are the sole responsibility and will be done at the expense of Franchisee. For the Term, Franchisee agrees to maintain the Restaurant in full working order and good repair, at Franchisee’s sole cost and expense including, but not limited to the Restaurant building, parking lot, signs, fixtures, equipment, furniture, decor, wares, utensils, supplies, inventory, fixtures and other intangibles. Franchisee will replace any of the Restaurant’s equipment and fixtures and repaint the Restaurant as necessary to satisfy this Section 12. Replacement equipment and fixtures will be of the same type and quality as are being used in new Denny’s restaurants at the time replacement is required. All replacement equipment and fixtures will comply with the Company’s requirements and specifications. Franchisee further agrees to keep the Restaurant in a clean, safe and sanitary condition at all times, at

Franchisee's sole cost and expense, in accordance with the Manuals, the lease or sublease for the Restaurant site and all applicable federal, state and local laws.

12.2 Franchisee agrees that it will not make any addition to or change in the physical appearance, decor, characteristics or style of the Restaurant without the prior written consent of the Company.

12.3 At any time during the Term, the Company may require Franchisee at Franchisee's expense to remodel the Restaurant, as the condition of the building may require, to then current Denny's standards, format and design, which Denny's will not require more than once every eight (8) years in accordance with the provisions of this Section 12. The remodeling of the Restaurant is due no later than _____.

12.4 All signs to be used in connection with the Restaurant, both exterior and interior, must conform to the Company's sign criteria as to type, color, design and location and be approved in writing by the Company prior to installation or display. As a requirement separate and apart from the periodic remodel, which may also include sign replacement, Franchisee will change its signs to conform to updated or revised requirements of the Company when such revisions have been implemented at seventy percent (70%) of the Company's then-operated Denny's restaurants.

13. HOURS OF OPERATION, OFF-SITE SALES AND DELIVERY

13.1 Franchisee agrees to keep the Restaurant fully operational and open to the public twenty-four (24) hours per day, seven (7) days per week throughout the Term, unless the Company requests or authorizes different days or hours of operation in writing. If the Restaurant is closed for reasons beyond Franchisee's control, Franchisee will immediately notify the Company by the fastest means available.

13.2 Franchisee will only offer and sell food and beverage items from the premises of the Restaurant in accordance with the standards. Except as provided below, Franchisee may not offer food or beverage items from satellite, temporary sites, mobile vehicles, carts or kiosks, electronic media (such as the Internet, social media and networking sites and mobile applications including online ordering applications of an "Aggregator" as defined below in this Section 13.2), telephone sales and/or direct mail. An "Aggregator" means a third-party aggregator (including, as an example and without limitation, DoorDash, UberEats, or Grubhub) or a third-party logistics provider (including, as an example and without limitation, Postmates or Amazon).

13.3 Company may require Franchisee to offer delivery, take-out and catering services to customers located within a geographic area around the Restaurant as designated in writing by Company ("Designated Area") and in accordance with its standards. Franchisee acknowledges that such standards may contain terms for Franchisee's resolution of customer service-related issues.

13.4 Franchisee acknowledges that Company or Company's affiliate owns, maintains and otherwise participates in an Online Ordering Site for Restaurants operated by Company or Company's affiliates. Franchisee must request and receive Company's prior written approval in order to have the right to offer and sell food and beverage items for take-out or catering from the Restaurant or by delivery through Company's, Franchisee's or any third-party supplier of delivery services, including through any Online Ordering Site (defined in this Section 13.4 below) owned or maintained by (i) Company or its affiliate; (ii) Franchisee or Franchisee's affiliate or (iii) an Aggregator. All revenue from delivery, take-out, or catering sales will be deemed part of gross sales inclusive of any ordering, delivery, or transaction fees. "Online Ordering Site" means one or more related documents, designs, pages or other communications that can be accessed through electronic means including, but not limited to, the Internet, World Wide Web webpages, microsites, social networking sites, blogs, vlogs, and applications to be installed on mobile devices including online ordering and delivery applications for food and beverage items offered by Company, Franchisee or an Aggregator to any customer.

a. If Company grants Franchisee the right to own or maintain an Online Ordering Site or the right to participate in an Aggregator's Online Ordering Site, such activity will be deemed to constitute "marketing" for the purposes of this Agreement. All provisions of this Agreement applicable to the Denny's Marks, quality of foodservice, food and beverage items, advertising and marketing will apply to the Franchisee's ownership, use of or participation in an Online Ordering Site.

b. Franchisee will submit to Company for prior written approval a sample of the proposed Online Ordering Site name, domain name, format, visible content (including, without limitation, screen shots) and non-visible content including but not limited to meta tags, in the form and manner Company requires. No modifications by Franchisee or its affiliate of the Online Ordering Site may be made without Company's prior written approval of such proposed use or modification.

c. Franchisee will comply with the standards applicable to its or any other Online Ordering Sites that Company may prescribe in the Manuals or otherwise in writing including but not limited to requirements pertaining to Franchisee's compliance with any terms and conditions negotiated by Company with any Aggregator and designating Company as the sole or co-administrator of Franchisee's or its affiliate's Online Ordering Site.

d. If Company requires, Franchisee will establish such links to Company's Online Ordering Site and others as requested in writing.

e. If Company requests, Franchisee will make weekly or other periodic updates to Company's Online Ordering Site to reflect information about the food and beverage items offered at the Restaurant.

f. Company may require Franchisee to make Company the sole administrator or co-administrator of any social networking pages that Franchisee maintains or that are maintained on Franchisee's behalf and Company will have the right, but not the obligation, to exercise all rights and privileges that an administrator may exercise.

g. All Customer Data obtained by, through, or from an Online Ordering Site owned or maintained by Franchisee or Franchisee's affiliate (or for the benefit of Franchisee) is the joint property of Company and Franchisee unless otherwise approved in writing by Company.

h. Any Aggregator must be approved by Company as an approved supplier in accordance with Section 11.3.

i. Any contract between Franchisee and any Aggregator must comply with Company's standards for an Online Ordering Site, including the foregoing provisions.

Any delivery or catering services may be restricted to customers located in the Designated Area. For the avoidance of doubt, Company, at Company's sole option, may authorize Franchisee to perform delivery or catering services to customers located outside the Designated Area and may authorize restaurants located outside the Designated Area, including restaurants operated by Company, Company's affiliates, or other franchisees, to perform delivery or catering services to customers located within the Designated Area if the Franchisee either elects not to participate or is deemed ineligible to participate.

14. PERSONNEL STANDARDS

14.1 Franchisee will have sole authority and control over the day-to-day operations of the Restaurant and its employees. Franchisee will have sole responsibility to determine whom and how many to employ, terms of employment, scheduling employee workhours, how to assign work, and when and how to discipline and terminate its employees. Franchisee is solely responsible to recruit, hire, train and supervise Restaurant employees. Franchisee is solely responsible for ensuring that all employees are, at all times during employment in the Restaurant, adequately trained and supervised in connection with the performance of their duties. Franchisee will also require its employees, in the performance of their duties, wear neat, clean and uniform attire as described in the Manuals.

14.2 Franchisee acknowledges that adequate training and supervision is necessary in order to ensure that the Restaurant personnel provide service to the public in a courteous, efficient and skilled manner and in accordance with the standards set forth in the Manual. Franchisee understands and agrees that Franchisee is solely responsible for the performance of its employees.

14.3 Franchisee is solely responsible for setting all wages and maintaining hours, working conditions and other benefits for all of its employees in accordance with all federal, state and local laws. Franchisee will comply with all federal, state and local employment laws, including but not limited to, the Fair Labor Standards Act (FLSA), Family and Medical Leave Act (FMLA), Occupational Safety and Health Act (OSHA), Employee Retirement Income (ERISA), Title VII, the Age Discrimination in Employment Act, and the Affordable Care Act. Franchisee is solely responsible for seeking legal advice and maintaining compliance with any new or amended laws and regulations concerning employment matters.

14.4 Franchisee is solely responsible for maintaining all employee time, payroll and tax records and to file required reports thereon in accordance with all federal, state and local laws.

14.5 Franchisee retains the sole responsibility and independent authority, notwithstanding any provision of this Agreement, to maintain and enforce personnel policies and procedures including, but not limited to hiring, firing and disciplining its employees. The Company is not the employer of the Franchisee's employees. The Company does not have direct or indirect control or authority over the Franchisee's employment decisions. The Company has no duty to direct or supervise Franchisee's employees, or to oversee Franchisee's employment policies or practices. The Company will have no involvement in any employee administrative functions of the Restaurant including, but not limited to handling payroll, providing workers' compensation insurance, providing safety equipment, tools or materials required for the operations of the Restaurant, all of which will be the responsibility of Franchisee. Nothing contained in this Agreement will be construed or interpreted so that any employee of Franchisee becomes or is deemed to be an employee or agent of the Company. Franchisee will be solely responsible for the maintenance and handling of all employee matters in the manner required by this Section 14, and Franchisee agrees to defend, indemnify, and hold the Company, its parent, and its affiliates and subsidiaries harmless for any failure by Franchisee to act in such a manner.

15. INSPECTIONS

15.1 In order to maintain the high standards of quality necessary for the mutual success of the Company and Franchisee, the Company and its authorized representatives will have the right to: (1) inspect, at any and all times, the Restaurant and the supplies, inventory and facilities of Franchisee; (2) observe and evaluate the operations being conducted at the Restaurant; and (3) conduct market studies.

15.2 In connection with such inspections, the Company and its authorized representatives may deliver to Franchisee an inspection report in such form as may be adopted by the Company from time to time (the "Inspection Report"). The Inspection Report will indicate the principal items inspected, observed and evaluated.

15.3 If any such Inspection Report indicates a deficiency or unsatisfactory condition with respect to any item listed thereon, Franchisee will promptly commence to correct or repair such deficiency or unsatisfactory condition and thereafter diligently pursue the same to completion. If Franchisee does not correct or repair, the Company, in addition to all other available rights and remedies, including the right to terminate this Agreement pursuant to Section 18, will have the right, but not the obligation, to forthwith make or cause to be made such correction or repair. The expenses thereof, including, without limitation, meals, lodging, wages and transportation for the Company's personnel, if so utilized in the Company's sole discretion, will be reimbursed by Franchisee. All such expenses incurred by the Company pursuant to this Section will be set forth in a written invoice delivered to Franchisee by the Company. Franchisee will reimburse the Company for the invoice amount within seven (7) days after the invoice has been delivered to Franchisee pursuant to Section 21.3 of this Agreement.

16. TRAINING

16.1 The Company and Franchisee agree that it is important to the operation of the Restaurant that Franchisee's employees receive such training as the Company may recommend from time to time. Company may, in its sole discretion, schedule refresher training in connection with this Agreement, which may vary based on, among other factors, Franchisee's training resources. Franchisee further agrees.

a. A minimum of three (3) managers of the Restaurant (which may include the Managing Owner or Designated Operator, if they satisfy the requirements of Section 10) will attend or will have attended, at a time mutually convenient to Franchisee and the Company, an initial training program (or segments thereof at the Company's discretion) for Franchisee, Managing Owner, Designated Operator and managers offered by the Company in order to train Franchisee's personnel in the Denny's System. Such training will be completed to the Company's satisfaction prior to by deadlines it may establish. The Company will impose no charge for such initial training session for Franchisee and at least four personnel designated by Franchisee to attend such session, but Franchisee and Franchisee's personnel will be responsible for any and all expenses incurred by them in connection with any training program including, without limitation, the cost of wages, insurance, transportation, lodging and meals.

b. After the initial training session is completed, any person who wishes to qualify as a Managing Owner or who is employed by Franchisee as a manager of the Restaurant must attend and complete, to the Company's satisfaction, such training session as the Company may recommend. Company will impose no charge for such additional management training.

16.2 Franchisee and the Company agree that as new developments in the Denny's System occur, the Company may recommend that Franchisee and Franchisee's personnel attend, at Franchisee's expense, refresher or additional courses of training conducted by the Company or third parties. Franchisee is solely responsible for ensuring compliance with any such recommendation. In such event, the Company will give Franchisee thirty (30) days prior written notice of the commencement of such refresher or additional courses. The Company or a third party may impose a modest training fee for such refresher or additional courses recommended by the Company, and Franchisee will be responsible for any and all expenses incurred in connection with any such refresher or additional courses of training including, without limitation, the cost of transportation, lodging, meals and wages.

16.3 Franchisee's managers may also attend such optional training programs and seminars as the Company may offer from time to time. Franchisee will pay to the Company, for each person attending such programs, the training fee then charged by the Company for any such optional programs. If any such training fee is imposed upon Franchisee by the Company, the training fee will be in addition to any other expenses incurred by Franchisee and its personnel attending such optional programs as described in Sections 16.1 and 16.2.

16.4 Franchisee understands and agrees that the Company will not be obligated or liable to any trainee, including Franchisee, for any compensation, wages, lodging, travel expenses or any other expenses, in connection with any initial training sessions, refresher courses or optional training programs, nor will any such trainee be considered an employee or agent of the Company. The Company will have no control or authority over Franchisee's employees at any time. All training is solely for the benefit of the Brand uniformity.

17. ASSIGNMENT

17.1 The Company will have the right to assign this Agreement in whole or in part to any person, firm or corporation; provided, however, that with respect to any assignment resulting in the subsequent performance by the assignee of the obligations of the Company hereunder:

a. The assignee will be financially responsible and economically capable of performing the obligations of the Company;

b. The assignee will expressly assume and agree to perform such obligations of the Company in writing; and

c. From and after the date of any such assignment, the Company will have no further obligation or liability under this Agreement.

17.2 The parties acknowledge that this Agreement is personal in nature with respect to Franchisee, being entered into by the Company in reliance upon and in consideration of the personal skills, qualifications and trust and confidence reposed in Franchisee and Franchisee's present owners, partners, members, managers or officers if Franchisee is a legal entity. Therefore, except as provided in Sections 17.3 and 17.4, the rights, privileges and interests of Franchisee under this Agreement including, but not limited to the right to operate the Restaurant and use the Denny's Marks, will not be assigned, sold, transferred, leased, divided or encumbered, voluntarily or involuntarily, in whole or in part, by operation of law or otherwise.

17.3 If Franchisee (or any signatory of this Agreement) desires to transfer or assign all or any part of its rights, privileges and interests under this Agreement or in the Restaurant or business Franchisee operates pursuant to this Agreement, Franchisee will first offer such assignment to the Company by notifying the Company in writing and will provide to the Company such information and documentation relating to such proposed assignment as the Company may require. The Company will have the right to acquire said rights, privileges and interests of or in Franchisee by accepting the offer in accordance with said terms and conditions or equivalent cash. If within thirty (30) days after receipt of Franchisee's notice, the Company advises Franchisee of its acceptance of the offer as stated in the notice, Franchisee agrees to promptly make the assignment to the Company on the stated terms and conditions. Should the Company elect to exercise its right of first refusal, Franchisee will take all action necessary to cause Franchisee's lease or sublease, if any, with the lessor for the Restaurant site to be assigned to the Company.

17.4 If within thirty (30) days after receipt of Franchisee's notice, the Company does not indicate its acceptance of the offer as stated in the notice, Franchisee will thereafter have the right, subject to the prior written consent of the Company, to make the assignment to another person, firm or corporation on the same terms and conditions as stated in the notice. Should the Company not exercise its right of first refusal and should the contemplated assignment not be completed within ninety (90) days from the date of Franchisee's notice, or should the terms and conditions thereof be altered in any way, this right of first refusal will be reinstated, and any subsequent proposed assignment or the altered terms and conditions for the transaction must again be offered to the Company in accordance with the terms of these Sections 17.3 and 17.4. Franchisee will notify the Company in writing of any proposed assignee and will promptly furnish the Company with such other information and documentation as the Company may request for the purpose of considering whether to grant its written consent. The Company may grant or withhold its written consent for any reason in the exercise of its sole, subjective judgment. Furthermore, the Company will be entitled to impose the following conditions precedent to its written consent to any such assignment:

a. The assignee (and its partners or the officers, directors and principal shareholders of the assignee, as the case may be) will be determined by the Company:

(i) To have adequate experience in operating and maintaining a restaurant;

(ii) To be financially responsible and economically capable of carrying on the Restaurant business; and

(iii) To not have been convicted of a felony or other criminal misconduct that is relevant to the operation of the Restaurant;

b. The assignee (and its partners or each of the officers, directors and principal shareholders of the assignee, as the case may be) expressly assumes in writing for the benefit of the

Company all of the obligations and liabilities of Franchisee under this Agreement and any documents related thereto, including, but not limited to, the lease or sublease for the Restaurant and shall sign the ancillary documents Company requires for Denny's franchisees and its principals to be bound by this Agreement. If the seller's franchise agreement has less than five (5) years remaining, Company may require that the assignee and its principals sign the Company's then-current form of franchise agreement but with the same financial terms as this Agreement for the remaining term of this Agreement. The financial terms will increase or decrease to the then-current financial terms upon the original expiration date of this Agreement;

c. The assignee agrees to refurbish and remodel the Restaurant to the Company's then-current standards and to undertake such training as the Company deems necessary in connection with the operation of the Restaurant;

d. The assignee represents to the Company in writing that the assignee:

(i) Has conducted an independent study of the Restaurant and the business therein;

(ii) Has not in any way relied upon statements or representations of the Company, or its employees or agents, except as may be contained in an Franchise Disclosure Document or other comparable disclosure document which is required to be delivered to such assignee in accordance with applicable law; and

(iii) Acknowledges and understands that the assignee's rights upon assignment are conditioned on full performance of Franchisee's obligations hereunder and are limited to those expressly provided for in this Agreement;

e. As of the date of such assignment, Franchisee will have fully performed and complied with all of its obligations to the Company, whether under this Agreement or any other agreement, arrangement or understanding with the Company;

f. The assignee will successfully complete at its expense, any training program the Company may require in connection with the assignment of this Agreement;

g. Franchisee will pay and discharge all outstanding obligations to third parties arising from the existence, operation or maintenance of the Restaurant including, without limitation, amounts owing under the lease or sublease, if any, for the Restaurant site or to employees, vendors, taxing authorities, utility companies and others as of the assignment date;

h. Franchisee will pay to the Company an assignment fee established by Company from time to time, and Franchisee agrees and acknowledges that such fee will be due and payable upon submission by Franchisee of an application to request an assignment, whether or not such assignment is ultimately consummated or approved; and

i. Upon consent of the Company to any assignment, Franchisee will bring all accounts with the Company or its affiliates current, including any amounts still due and owing under any promissory note executed by Franchisee in favor of the Company or its affiliates, and Franchisee and its principals will execute a general release of all claims against the Company, in a form satisfactory to Company.

j. Franchisee and assignee will execute the Company's standard assignment documentation.

17.5 Any assignment or purported assignment of Franchisee's rights, privileges or interests under this Agreement without the Company's written consent will be null and void, of no force and effect, and will constitute grounds for termination of this Agreement as provided in Section 18.

17.6 If Franchisee is a corporation or if this Agreement is assigned to a corporation, an assignment of this Agreement will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of any one class of outstanding capital stock or voting power of such corporation has been sold, transferred, pledged or assigned to persons or entities other than the original shareholders of the corporation at the time the corporation acquired the franchise. If Franchisee is a general partnership or if this Agreement is assigned to a general partnership, an assignment of this Agreement will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of all partnership interests have been sold, transferred, pledged or assigned to other than the original partners who entered into this Agreement or obtained an assignment of this Agreement. If Franchisee is a limited partnership or if this Agreement is assigned to a limited partnership, an assignment of this Agreement will be deemed to have occurred when the partnership interests of one or more general partners have been sold, transferred, pledged or assigned to other than the original general partners who entered into this Agreement or obtained an assignment of this Agreement on behalf of the limited partnership. If Franchisee is a limited liability company or if this Agreement is assigned to a limited liability company, an assignment of this Agreement will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of the membership shares of such limited liability company have been sold, transferred, pledged, or assigned to persons or entities other than the original members of the limited liability company at the time the limited liability company acquired the franchise. All transfers of ownership in an entity franchisee, even if less than twenty-five percent (25%), will be immediately reported by Franchisee to the Company. Notwithstanding any of the above stated thresholds relating to assignments by a Franchisee that is a legal entity, any such transfer by a person acting as the Managing Owner or Designated Operator, as required by Section 10 of this Agreement, will constitute an assignment of this Agreement.

17.7 If an assignment is deemed to have occurred under any of the provisions of Section 17.6, then prior to the assignment and transfer being consummated, the Company will have the option to purchase not only the interests being transferred, but also the remaining interests, so that the ownership of the Company will be one hundred percent (100%). Any purchase of such remaining interests will be valued on a basis proportionate to the price of the interests initially being offered. Should the Company elect to exercise its right of first refusal, the Company and Franchisee will either terminate the lease or sublease, if any, for the Restaurant site or will take all action necessary to cause Franchisee's lease or sublease, if any, to be assigned to the Company.

17.8 Any assignment based upon the legal incapacity of Franchisee, whether by operation of law or otherwise, will be subject to the Company's written consent as provided herein.

17.9 If this Agreement is assigned, Franchisee and any guarantors will remain liable to the Company for the continuing obligations hereunder, and the Company's consent to any transfer will not constitute a waiver of any claims it may have against parties originally liable.

17.10 Any transfer of this Agreement or any interest in this Agreement by will or intestate succession, or the sale of this franchise by the executor or administrator of Franchisee's estate, will be considered to be a transfer requiring compliance with the provisions of this Section 17, including the requirements concerning the Company's written approval of the assignee, the assignee's qualifications and training, and the execution of agreements. If the Company does not approve the qualifications of any heir or beneficiary of Franchisee to operate the Restaurant, the executor or administrator of Franchisee's estate will have a period of six (6) months following written disapproval to sell the franchise business to an assignee acceptable to the Company, during which six (6) month period the Restaurant will be operated in accordance with all the terms and provisions of this Agreement. Such sale will be subject to the Company's right of first refusal pursuant to Sections 17.3, 17.6 and 17.7. If such a sale is not concluded within that period, the Company may terminate this Agreement.

18. DEFAULT AND TERMINATION

18.1 In addition to all other available rights and remedies, the Company will have the right to immediately terminate this Agreement after written notice to Franchisee upon the occurrence of any of the following events:

a. Failure of Franchisee to pay to the Company any fees, costs, charges or other amounts due under this Agreement within five (5) days after notification that such amounts are overdue;

b. Failure of Franchisee to pay when due any rent, taxes or other payments required under any sublease with the Company or its affiliates for the Restaurant within five (5) days after notification that such amounts are overdue;

c. Failure of Franchisee to pay when due any payments or sums required to be paid to the Company under any Promissory Note given to the Company for payment of all or a portion of the amounts due under Section 6 of this Agreement within five (5) days after the due date thereof; provided, however, that Franchisee will be permitted no more than twice during any twelve months period to cure such failure within five (5) days;

d. Failure of Franchisee to cure, within ten (10) days after written notice from the Company, any default by Franchisee under any loan, note or other obligation which is obtained from any third party to assist Franchisee to make any payment due the Company hereunder or which is secured by all or any part of Franchisee's interest in the Restaurant, the Restaurant site, or the improvements or furniture, fixtures or equipment therein;

e. Failure of Franchisee to comply with any provision, standard or requirement of this Agreement, or any other agreement between the parties related to the Restaurant, of any agreement with a third party which Company requires Franchisee to enter into related to the Restaurant, or of the Manuals where the noncompliance is not otherwise covered in this Section 18, after being given notification thereof and a reasonable opportunity, which in no event need be more than thirty (30) days, to cure such default;

f. The commission by Franchisee (or an officer or director of or a shareholder in Franchisee, if Franchisee is a corporation, or a general or limited partner of Franchisee, if Franchisee is a partnership, or a member, if Franchisee is a limited liability company) of a felony, a crime involving moral turpitude, or any other crime or offense that the Company believes is reasonably likely to have an adverse effect on the Denny's System, the good will associated therewith, or the Company's interest therein; or

g. Franchisee is issued a written notice of violation (which would include but not be limited to notices of default) three or more times in any 12 month period as a result of Franchisee's failure to comply with any provision, standard or requirement of this Agreement, with any other agreement between the parties related to the Restaurant, or with the Manuals, regardless of whether Franchisee corrects any breach or violation and regardless of whether such violations are related to each other.

h. Failure of Franchisee to participate in or a default under the Company's Payment Card Agreement as required under Section 7.3.

18.2 In addition to all other available rights and remedies, the Company will have the right to immediately terminate this Agreement without prior notice to Franchisee upon the occurrence of any of the following events:

a. Failure of Franchisee, for a period of ten (10) days after notification or noncompliance, whether from Company or a third party, to comply with any federal, state or local law applicable to the operation and maintenance of the Restaurant, including, but not limited to, public health and safety requirements;

b. Reasonable determination on the part of the Company that continued operation of the Restaurant by Franchisee will result in an imminent danger to public health or safety;

c. Franchisee at any time ceases to operate or otherwise abandons the Restaurant without the consent of the Company, or loses the right to possession of the Restaurant premises, or otherwise forfeits the right to do or transact business in the jurisdiction where the premises of the Restaurant are located. If, however, through no fault of Franchisee, the Restaurant premises are lost, damaged, or destroyed by an event such that repairs or reconstruction cannot be completed within sixty (60) days thereafter, then Franchisee will have thirty (30) days after such event in which to apply for the Company's approval to relocate or reconstruct the premises, which approval will not be unreasonably withheld.

d. Franchisee or the Restaurant business is declared bankrupt or judicially determined to be insolvent, or all or a substantial part of the assets comprising the Restaurant are assigned to or for the benefit of any creditor, or Franchisee admits its inability to pay its debts as they come due;

e. Franchisee rejects this Agreement in any bankruptcy proceedings;

f. A levy of execution is made upon the Restaurant, upon the license granted by this Agreement or upon any property used in the Restaurant business, and it is not discharged within five (5) days of such levy;

g. The attachment of any involuntary lien in the sum of one thousand dollars (\$1,000.00) or more upon any of the business assets or property of Franchisee, which lien is not removed, or for which Franchisee does not post a bond sufficient to satisfy such lien, within thirty (30) days of the filing of such lien;

h. The Restaurant business, equipment or premises are seized, taken over or foreclosed by a creditor, lien holder or lessor; provided, however, that Company's right to terminate will not arise until the term for appeal has expired, and provided further that this will not include judgment which has been validly appealed where a supersedeas or other appeal bond has been filed;

i. The right to occupy or lease the Restaurant site is lost or terminated;

j. Any material misrepresentation is made by Franchisee in connection with the acquisition of the franchise or Franchisee or any of its partners, officers, directors or principal shareholders is convicted of a felony or any other criminal misconduct that Company reasonable determines is relevant to the operation of the Restaurant;

k. Franchisee engages in conduct that is harmful or reflects unfavorably upon the operation and reputation of the Restaurant business, the Franchisee or the Denny's System. This may include exhibiting a reckless disregard for the physical or mental well-being of employees, customers, Company representatives, or the public at large; battery; assault; sexual harassment; other forms of threatening, outrageous or unacceptable behavior; or failure by Franchisee to comply with Title VII of the Civil Rights Act of 1964 or with any requirement established by the Company to ensure the fair and impartial treatment of guests.

l. If Franchisee leases or subleases the Restaurant site or the leasehold improvements thereon from a third party, the failure of Franchisee to cure any and all defaults under the terms and provisions of any such lease or sublease within the time provided for the curing of any such default(s) in any such lease or sublease;

m. Any purported assignment, transfer or sublicense of this franchise, or any right hereunder, without the prior written consent of the Company as set forth in Section 17;

n. A default in any obligation to Company or its affiliates continues beyond any notice and cure period under any other agreement, including any other franchise agreement, personal guarantee, lease, sublease, promissory note or payment card agreement, and either: (1) the party in default is Franchisee or any guarantor of this Agreement, or (2) the other agreement in default is guaranteed by

Franchisee or any guarantor of this Agreement [e.g., contracts with the same guarantor are cross-defaulted]; or

o. Failure of Franchisee to maintain required insurance coverage and name Company, its parent, subsidiaries and affiliates as additional insureds as set forth in Sections 9.1 and 9.2.

18.3 Recognizing that the failure of the Franchisee to meet the standards required in the System may endanger the reputation and operations of franchisees operating other Denny's restaurants as well as potentially endangering the general public, Franchisee and Company agree that, if operations at the Restaurant fall below the standards required by Company, Company will, in its sole discretion, in addition to and not in lieu of its right to terminate this Agreement, have the right to require that the Franchisee close the Restaurant to the public until the Franchisee is able to establish to Company's reasonable satisfaction that operations at the Restaurant will reliably meet, maintain or exceed the Company's standards.

18.4 In addition to all other available rights and remedies, the Company will have the right to take action to enforce performance of a cure for any default. In such event, Franchisee will reimburse Company for any reasonable (a) travel and attorney's fees, costs and expenses; (b) amounts paid to any third parties; and (c) the full, prorated salary, payroll expense and benefit cost related to the time expended by any employees, to the extent any of the foregoing are incurred by Company or its affiliates in effecting or overseeing the cure or enforcing Company's rights. Franchisee agrees to pay interest to the Company on any amounts which may become due to the Company from Franchisee, if such are not paid when due, at the rate of fifteen percent (15%) per annum or the maximum interest rate permitted by law, whichever is less.

19. RIGHTS AND OBLIGATIONS UPON TERMINATION

19.1 In the event of expiration or earlier termination of this Agreement:

a. Franchisee will promptly cease to use, in any manner and for any purpose, directly or indirectly, and will immediately return to the Company any of the Company's Manuals, trade secrets, proprietary information, rights, interests, policies, procedures, techniques, methods and materials acquired by Franchisee in connection with the franchise relationship established by this Agreement, including, but not limited to, the following:

- (i) Specifications, recipes and descriptions of food products;
- (ii) The Company's Manuals, memoranda, bulletins, forms, reports, instructions, directives and supplements thereto;
- (iii) Training methods and materials provided by the Company hereunder;
- (iv) Brochures, posters and other advertising materials; and
- (v) The Denny's Marks, including without limitation, all trademarks, trade names, service marks, logotypes, labels, designs and other identifying symbols and names pertaining thereto;

b. Franchisee will immediately, but in no event later than thirty (30) days following closure, remove and destroy all signs and advertisements identifiable in any way with the Company's name and perform such reasonable redecoration and remodeling of the Restaurant site as may be necessary, in the Company's judgment, to distinguish it from a Denny's restaurant. Franchisee hereby grants to the Company the option to purchase all paper goods, containers and all other items containing the Company's name or the Denny's Marks at the lower of their cost or fair market value at the time of termination. If Franchisee subleased the Restaurant from the Company, Franchisee will promptly and peaceably deliver

and surrender to the Company possession of the Restaurant building, parking lot, and fixtures. The Company will have the right, in its sole discretion, to waive the deidentification requirement and to directly operate, or offer for franchise, the Restaurant;

c. The Company may retain all fees paid pursuant to this Agreement;

d. On any termination or expiration of this Agreement whether due to a default of Franchisee or otherwise, the Company will have the right, at its option, for thirty (30) days after such termination or expiration to elect to purchase Franchisee's interest in the leasehold improvements and furniture, fixtures, equipment, and any or all of the other tangible Restaurant assets at a purchase price equal to the lesser of Franchisee's cost or the fair market value of such leasehold improvements, furniture, fixtures, equipment and other assets, and to purchase Franchisee's inventory at Franchisee's cost thereof. If the parties cannot agree on the fair market value within forty-five (45) days of any such date of termination or expiration, the Company will designate an independent appraiser whose determination will be binding. If the Company elects to exercise any option to purchase as herein provided, it will have the right to set off all amounts due from Franchisee and the costs of the appraisal, if any, against any payment therefor. The Company's right to acquire the franchise takes precedence over any other security interest. In addition, should the Company elect to exercise its option hereunder, Franchisee will take all action necessary to cause Franchisee's lease or sublease, if any, with the lessor for the Restaurant site to be assigned to the Company; and

e. Except for material breach hereof by the Company, Franchisee will have no right to terminate this Agreement.

19.2 Upon the expiration or termination of this Agreement, Franchisee will promptly pay all sums owing to the Company and its subsidiaries and affiliates. In the event of termination by reason of any default of Franchisee, such sums will include all damages costs and expenses, including reasonable attorneys' fees, incurred by the Company as a result of the default, which obligation will give rise to and remain, until paid in full, a lien in favor of the Company against any and all of the personal property, furnishings, equipment, signs, fixtures, and inventory owned by Franchisee located in the Restaurant operated hereunder at the time of any such default. Franchisee agrees to pay interest to the Company on any amounts which may become due to the Company from Franchisee, if such are not paid when due, at the rate of fifteen percent (15%) per annum or the maximum interest rate permitted by law, whichever is less.

19.3 The expiration or termination of this Agreement will be without prejudice to the rights and remedies of the Company against Franchisee. Furthermore, such expiration or termination will neither release Franchisee of any of its obligations and liabilities to the Company existing at the time thereof, nor terminate those obligations and liabilities of Franchisee that, by their nature, survive the expiration or termination of this Agreement.

20. PROPRIETARY RIGHTS AND UNFAIR COMPETITION

20.1 In the event of any claim of infringement of or challenge to Franchisee's use of the Denny's Marks licensed under this Agreement, Franchisee will immediately notify the Company in writing of the facts of such claim or challenge.

a. The Company will protect and defend Franchisee against any claims or challenges arising out of Franchisee's use of the Denny's Marks licensed hereunder.

b. The Company will reimburse Franchisee for all damages for which it is held liable in any such proceeding; however, the foregoing obligations of the Company to protect, defend and reimburse Franchisee will exist only if Franchisee has used the name or mark which is the subject of the controversy in strict accordance with the provisions of this Agreement and the rules, regulations, procedures, requirements and instructions of the Company and has notified the Company of the challenge as set forth above.

c. Any action to be taken in the event of a claim or challenge to any of the Denny's Marks will be solely in the discretion of the Company. The Company will have the sole right to control any legal actions or proceedings resulting therefrom. Any actions taken to protect the Denny's Marks will also be within the sole discretion and control of the Company. Franchisee is to cooperate fully with the Company in the prosecution or defense of any claim or challenge concerning any of the Denny's Marks.

20.2 If it becomes advisable at any time, in the sole discretion of the Company, to modify or discontinue the use of any one or more of the Denny's Marks or to use one or more additional or substitute names, marks or copyrights, Franchisee agrees to immediately comply with the instructions of the Company in that regard. In such event, the sole obligation of the Company will be to reimburse Franchisee for the actual costs, such as replacing sign faces, of physically complying with this obligation.

20.3 Franchisee acknowledges and agrees that at all times and in all respects, the Denny's Marks are the sole property of the Company and that Franchisee has only a license to use such rights and marks according to the provisions hereof. Franchisee will make no application for registration of any identifying name or mark licensed herein or similar thereto without the prior written consent of, and upon terms and conditions satisfactory to, the Company. Franchisee agrees to indicate the required trademark, service mark or copyright notices in the form specified by the Company in connection with its use of the Denny's Marks. Franchisee agrees to take no action that will interfere with any of the Company's rights in and to the Denny's Marks. Franchisee will not, without the Company's prior written consent, sell, dispense or otherwise provide the Company's products bearing the Denny's Marks, except by means of retail sales in, or delivered from, the Restaurant.

20.4 Franchisee acknowledges that, in connection with the operation of the franchised business, the Company has disclosed and will be disclosing confidential information and trade secrets to Franchisee. Franchisee further acknowledges that its knowledge of, and access to, the Company's formulas, recipes, processes, promotions, products, arrangement with vendors, techniques, know-how and other proprietary information (collectively referred to as the "Confidential Information") are derived entirely from the material disclosed to Franchisee by the Company. Franchisee acknowledges and agrees that at all times and in all respects, the Confidential Information is a trade secret of the Company and that Franchisee has only a license to use the Confidential Information according to the provisions of this Agreement.

a. Franchisee agrees to maintain fully and strictly the secrecy of all the Confidential Information and to exercise the highest degree of diligence in safeguarding the Confidential Information during and after the term of this Agreement. Franchisee will divulge the Confidential Information only to Franchisee's employees and only to the extent necessary to permit the efficient operation of the Restaurant during the effective term of this Agreement. After the expiration or termination of this Agreement, Franchisee will not divulge the Confidential Information to any person or entity, nor will Franchisee use the Confidential Information in any manner.

b. It is expressly agreed that the ownership of all of the Denny's Marks and the Confidential Information is and will remain vested solely in the Company. Nothing contained in this Agreement will be construed to require the Company to divulge to Franchisee any secret processes, formulas, ingredients or other information, except the material contained in the Company's Manuals and training materials.

20.5 To further protect the Denny's System while this Agreement is in effect, Franchisee and, if Franchisee is an entity, any individual (Guarantor) who signs a personal guarantee pursuant to Section 21.2 will neither directly nor indirectly own, operate, control or have any financial interest in any coffee shop or family style restaurant business or any other business in the United States which would be in competition with the business of the Restaurant, the Company, or any subsidiary, franchisee or affiliate thereof, without the prior written consent of the Company. This applies to businesses in the United States which are of the same type as Denny's, as reasonably determined by Company, not just businesses which actually compete with the Restaurant or any specific Denny's. In addition, Franchisee covenants that, except as otherwise approved in writing by the Company, neither Franchisee nor any Guarantor will, for a

continuous, uninterrupted period commencing upon the expiration or termination of this Agreement, regardless of the cause for termination, and continuing for two (2) years thereafter, either directly or indirectly, for itself, or through or on behalf of, or in conjunction with any person, partnership or corporation, own, operate, control, or have any financial interest in any coffee shop or family style restaurant business which is substantially similar to the franchised business and which is located within a radius of fifteen (15) miles of the Restaurant. The foregoing will not apply to operation of a Denny's restaurant by Franchisee or any Guarantor pursuant to a franchise agreement with the Company or to ownership by Franchisee or any Guarantor of less than five percent (5%) of the issued or outstanding stock of any company whose shares are listed for trading on any public exchange or on the over-the-counter market; so long as neither Franchisee nor any Guarantor controls any such company.

This non-compete provision applies to the Franchisee, any Guarantor, and their respective spouses, as well as to children of any Franchisee or Guarantor if such child: (a) owns any portion of Franchisee or the Restaurant; (b) works in the Restaurant or is employed by Franchisee; or (c) has access to any Confidential Information. If a Franchisee or Guarantor completely divests its interest in Denny's franchised restaurants in accordance with Section 17 to an approved buyer, then this non-compete provision will no longer apply to such persons and their family members.

20.6 If a court of competent jurisdiction determines that any provision in this Section 20 is invalid or unenforceable, this Agreement will not be void, but such provision will be limited to the extent necessary to make it valid and enforceable.

21. MISCELLANEOUS PROVISIONS

21.1 If Franchisee is comprised of more than one person, firm or corporation, Franchisee's rights, privileges, interests, obligations and liabilities under this Agreement will be joint and several with respect to such persons, firms or corporations.

21.2 If Franchisee is a legal entity, the Company may require, as a condition to the effectiveness hereof, the written guarantee and assumption of Franchisee's obligations hereunder by the principal officers, members, directors, any or all shareholders or trustees, or some other natural persons associated with Franchisee. The Company may accept another suitable credit assurance and arrangements with approved individual operators if Franchisee is a publicly traded corporation at the execution of this Agreement.

21.3 All notices and other communications required under this Agreement will be in writing and will be served personally on, will be delivered by overnight courier to, or will be sent by certified United States mail to, the party to be charged with receipt thereof. Notices and other communications sent by mail will be deemed given forty-eight (48) hours after deposit of such notice or communication in a United States post office with postage prepaid and duly addressed to the party to whom such notice or communication is directed. The address for the Company will be: 203 East Main Street, Spartanburg, SC 29319; Attention: Vice President of Franchise Development, and the address for the Franchisee will be: _____ . The Company or Franchisee may from time to time change its address for purposes of this Section by giving a written notice of such change to the other party in this manner.

21.4 The receipt and acceptance by either party of any payment delinquent or otherwise will not constitute a waiver of any default. No party's delay or omission in the exercise of any right or remedy upon any default by the other party will impair such right or remedy or be construed as a waiver of any term, covenant or condition of this Agreement to be performed by the other party. Any waiver must be in writing and will be strictly construed and limited to its express terms.

21.5 The Company's consent to or approval of any act or conduct of Franchisee will not waive or render unnecessary the Company's consent to or approval of any subsequent act or conduct.

21.6 The term "condemnation" as used in this Section will mean the exercise of the power of eminent domain by any government official, entity, body, agency or authority, or private transfer in lieu thereof, and the "date of condemnation" will mean the date of actual physical taking of possession pursuant to the exercise of said power of eminent domain or private transfer in lieu thereof, or the date of settlement or compromise of the claims of the parties thereto during the pendency of the exercise of said power, whichever first occurs. If all or a part of the Restaurant is taken by condemnation, the Company may, at its option, terminate this Agreement effective on the date of condemnation.

21.7 The provisions of this Agreement are intended by the parties to be a complete and exclusive expression of their agreement and may not be contradicted by any other statement or understanding between the parties over the subject matter hereunder. Furthermore, this Agreement may not be amended or modified except by a written agreement signed by the parties. This Agreement supersedes any other license or franchise agreement for the Restaurant as of the Commencement Date; however: (a) such prior agreement will remain in effect according to its terms for any obligations which arose for operation of the Restaurant prior to the Commencement Date; (b) any obligations of Franchisee which continue through the Commencement Date (e.g., compliance with Manuals) will be governed by this Agreement as of the Commencement Date but may be enforced or applied according to the terms of this Agreement with respect to Franchisee's conduct prior to the Commencement Date; (c) obligations which arise hereunder prior to the Commencement Date (e.g., training or improvement of the Restaurant) operate separately from the prior agreement; and (d) any other contracts in place between Franchisee and any guarantor, on the one hand, and Company or its affiliates, on the other, concerning the Restaurant will remain in effect with any references to the license or franchise agreement being deemed to apply to this Agreement as of the Commencement Date. The Commencement Date may be established in this Agreement to occur before the end of the term of the prior agreement. Nothing in this Agreement is intended to disclaim the representations the Company made in the franchise disclosure document that the Company furnished to Franchisee.

21.8 Any and all claims arising out of this Agreement or the relationship among the parties must be made by Franchisee by written notice to the Company within twelve (12) months from the occurrence of the facts giving rise to such claim, except to the extent any applicable law or statute provides for a shorter period of time to bring a claim. Failure of Franchisee to give written notice within such time will waive any default arising under this Agreement and will preclude Franchisee's exercise or enforcement of any right or remedy arising therefrom.

21.9 If either party brings any action against the other arising out of or in connection with this Agreement or the enforcement thereof, or by reason of the breach of any term, covenant or condition of this Agreement on the part of either party, or including such matters and other claims, then in any such event the prevailing party will be reimbursed by the losing party for all costs and expenses, including reasonable attorneys' fees for the services rendered to such prevailing party. Notwithstanding the foregoing, if Company incurs expenses in connection with Franchisee's failure to comply with this Agreement, including, but not limited to legal and accounting fees, Franchisee will reimburse Company for any such costs and expenses which Company incurs.

21.10 This Agreement will be governed by and construed in accordance with the laws of the State of South Carolina. The parties agree that any action brought by either party against the other in any court, whether federal or state, will be brought within the State of South Carolina. Franchisee hereby waives any right to demand or have trial by jury in any action relating to this Agreement in which the Company is a party. Any provision of this Agreement which may be determined by competent authority to be prohibited or unenforceable in any jurisdiction will, as to that jurisdiction, be ineffective to the extent of the prohibition or unenforceability without invalidating the remaining provisions of this Agreement. Any prohibition against or unenforceability of any provision of this Agreement in any jurisdiction, including the state whose law governs this Agreement, will not invalidate the provision or render it unenforceable in any other jurisdiction. To the extent permitted by applicable law, Franchisee waives any provision of law which renders any provision of this Agreement prohibited or unenforceable in any respect.

21.11 Except with respect to Franchisee's obligation to indemnify the Company pursuant to Section 9.3 of this Agreement, the parties waive to the fullest extent permitted by law any right to or claim

for any punitive, exemplary, special, incidental, or consequential damages including lost profits (however characterized) against the other and they agree that, in the event of a dispute between them, the party making a claim will be limited to recovery of any direct or general damages it sustains.

21.12 Franchisee recognizes the unique value and secondary meaning attached to the Denny's System, the Denny's Marks, the Confidential Information and the associated standards of operation and trade practices, and Franchisee agrees that any noncompliance with the terms of this Agreement or any unauthorized or improper use will cause irreparable damage to the Company and its franchisees. Franchisee therefore agrees that if it should engage in any such unauthorized or improper use, during or after the term of this Agreement, the Company will be entitled to both permanent and temporary injunctive relief from any court of competent jurisdiction in addition to any other remedies prescribed by law.

21.13 Franchisee will grant no security interest in any of the tangible assets of the franchised business, including the furniture, fixtures and equipment located in the Restaurant, unless the secured party agrees that in the event of any default by Franchisee under any documents relating to such security interests, that the Company will have the right and option to purchase the rights of the secured party in any such assets upon the payment of all sums then due such secured party. The terms of this Section 21.13 will in no way relate to any interests in, under, or to this Agreement or any rights or obligations hereunder, and any such interest, including any security interest, will be assigned or granted, only in accordance with Section 17 of this Agreement.

21.14 Franchisee expressly acknowledges and agrees that the franchise is non-exclusive; that the franchise granted herein is only for the Restaurant; and that Franchisee is not granted any area, market, or protected territorial rights. The Company and its affiliates retain the right, among others, in any manner and on any terms and conditions that the Company deems advisable, and without granting Franchisee any rights therein:

- a. To own, acquire, establish, or operate, and license others to establish and operate, a Denny's Restaurant, at any location;
- b. To own, acquire, establish or operate, and license others to establish and operate, businesses under other proprietary marks or other systems, whether such businesses are the same, similar, or different from the Restaurant, at any location; and
- c. To sell or distribute, at retail or wholesale, directly or indirectly, or license others to sell or distribute, any products or services which bear any proprietary marks, including the Denny's Marks, at any location.
- d. To open and operate either full-service or new or modified concept Denny's restaurants or franchise or license others to open and operate either full-service or new or modified concept Denny's restaurants, at all universities, colleges, hospitals, municipal facilities, public transportation facilities, travel plazas, enclosed shopping malls, and similar locations of a "non-standard" nature, regardless of proximity to another Denny's.

Notwithstanding the foregoing, Company has an established an impact policy to protect the Denny's brand. Such impact policy may vary from time to time as the Company evaluates the brand's business model.

21.15 This Agreement will be binding upon and inure to the benefit of the parties hereto, their heirs, successors and assigns.

21.16 Any invalidity of any portion of this Agreement will not affect the validity of the remaining portion. Unless substantial performance of this Agreement is frustrated by any such invalidity, this Agreement will continue in effect.

21.17 The presentation of this Agreement to Franchisee is not an offer, and this Agreement will not be binding upon the Company unless and until it is signed and delivered by an authorized officer of the Company.

21.18 The parties intend to confer no benefit or right on any person or entity not a party to this Agreement, and no third party will have the right to claim the benefit of any provision hereof as a third party beneficiary of any such provision. However, any provision benefiting the Company will likewise benefit its affiliates, to the extent of their interests in the Denny's System.

21.19 Franchisee represents, covenants, and warrants to Company that:

a. Prior to and during the Term, Franchisee and each of its principals, employees, representatives or agents acting on its behalf, has not, directly or indirectly, offered, made or promised to make, authorized or given, and will not in the future offer, make or promise to make, authorize or give, any payment of funds or anything of value to any person in violation of all laws, rules, and regulations of any jurisdiction applicable to Franchisee from time to time concerning or relating to bribery or corruption ("Anti-Corruption Laws"), including with the intent to (i) influence any act or decision of any (1) elected and unelected officials, employees, agents, advisors and representatives of any branch or agency of government (i.e., local, regional, and national, and legislative, administrative, judicial, and executive branches); (2) directors, officers, employees, representatives and agents of government-owned or controlled companies, even if the companies are only partially owned or controlled by the government and the company acts like a commercial entity; (3) political parties, party officials and candidates for office; and (4) officers, employees, representatives and agents of public international organizations ("Government Official") in his or her official capacity, (ii) induce the Government Official to do or omit to do any act in violation of his or her lawful duty, (iii) secure any improper advantage, or (iv) induce a Government Official to use his or her position improperly to affect any act or decision of a government authority, in any way connected with this Agreement. Franchisee warrants and represents that no Government Official is or will be during the Term directly or indirectly an owner or investor in Franchisee and that no Government Official has or will have during the Term any financial interest, directly or indirectly, in the contractual relationship established by this Agreement. Franchisee will maintain accurate and complete accounting and other financial and business records related to this Agreement.

b. Neither Franchisee, any principal, nor any executive officer of Franchisee or any Affiliate is identified, either by name or an alias, pseudonym or nickname, on the lists of "Specially Designated Nationals," "Blocked Persons" or similar lists maintained by the U.S. Treasury Department's Office of Foreign Assets Control (texts available at <https://home.treasury.gov/policy-issues/office-of-foreign-assets-control-sanctions-programs-and-information>); (2) neither Franchisee nor any principal is directly or indirectly owned or controlled by the government or any country that is subject to a United States embargo; (3) neither Franchisee nor any principal acts or will act directly or indirectly on behalf of the government of any country that is subject to a United States embargo; and (4) neither Franchisee nor any of its principals or executive officers has violated, and Franchisee will not violate, and will cause all principals and their respective executive officers not to violate the U.S. Patriot Act (Public Law 107- 56), U.S. Executive Order 13224 (text available at <https://www.epic.org/privacy/terrorism/hr3162.html>), and any similar applicable law prohibiting money laundering or the aid or support of Persons who conspire to commit acts of terror against any Person or government ("Anti-Terrorism Laws").

c. Franchisee will notify Company in writing immediately (i) of the occurrence of any event which renders the foregoing representations, covenants, and warranties of this Section 21.19 false, inaccurate or misleading or which constitutes a breach of any of the covenants of this Section 21.19; or (ii) if Franchisee or any of its principals, employees, representatives or agents violates Anti-Corruption Laws or Anti-Terrorism Laws or becomes subject to any internal investigation or investigation by a government authority involving the possible violation of Anti-Corruption Laws or Anti-Terrorism Laws during the Term.

Franchisee hereby agrees to defend, indemnify, and hold harmless Company from and against any and all claims, damages, losses, risks, liabilities, and expenses (including attorney's fees and costs) arising from or related to any breach of the foregoing certification.

22. EFFECTIVE DATE

This Agreement will be effective as of the date it is executed by the Company.

23. BUSINESS JUDGMENT

Notwithstanding any contrary provisions contained in this Agreement, Company and Franchisee acknowledge and agree that (i) this Agreement, and other agreements related hereto and thereto, and the relationship of the parties hereto which arise herefrom and therefrom, grants Company the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with Franchisee's explicit rights and obligations hereunder that may affect favorably or adversely Franchisee's interests; (ii) Company will use its business judgment in exercising such discretion based on Company's assessment of Company's own interests and balancing those interests against the interests of Denny's restaurants generally (including Denny's restaurants operated by Company, its affiliates, or other developers or franchisees), and specifically without considering Franchisee's individual interests or the individual interests of any other particular franchisee; (iii) Company will have no liability to Franchisee for the exercise of Company's discretion in this manner and (iv) even if Company has numerous motives for a particular action or decision, so long as at least one motive is a reasonable business justification, no trier of fact in any legal action will substitute its judgment for Company's judgment so exercised and such action or decision will not be subject to challenge for abuse of discretion. IF COMPANY TAKES ANY ACTION OR CHOOSES NOT TO TAKE ANY ACTION IN COMPANY'S DISCRETION OR AT ITS OPTION WITH REGARD TO ANY MATTER RELATED TO THIS AGREEMENT AND COMPANY'S ACTION OR INACTION IS CHALLENGED FOR ANY REASON, THE PARTIES HERETO EXPRESSLY DIRECT THE TRIER OF FACT THAT COMPANY'S RELIANCE ON A BUSINESS REASON IN THE EXERCISE OF COMPANY'S DISCRETION IS TO BE VIEWED AS A REASONABLE AND PROPER EXERCISE OF COMPANY'S DISCRETION, WITHOUT REGARD TO WHETHER OTHER REASONS FOR COMPANY'S DECISION MAY EXIST AND WITHOUT REGARD TO WHETHER THE TRIER OF FACT WOULD INDEPENDENTLY ACCORD THE SAME WEIGHT TO THE BUSINESS REASON.

24. ACKNOWLEDGMENTS

24.1 Franchisee acknowledges that it has received a copy of the complete Franchise Agreement, the attachments thereto and the agreements relating thereto, if any, at least fourteen (14) calendar days prior to the date on which Franchisee executed this Agreement.

24.2 Franchisee acknowledges that it has read and understood this Agreement, any attachments and related agreements, and that the Company has accorded Franchisee ample opportunity and has encouraged Franchisee to consult with advisors of Franchisee's own choosing about the potential benefits and risks of entering into this Agreement.

24.3 Franchisee acknowledges that all the information provided by Franchisee to Company at any time prior to executing this Agreement is true and correct, is not materially misleading and is ratified and re-represented by Franchisee.

24.4 Franchisee covenants that it is either the same entity as currently has Denny's franchise rights for the Restaurant or an entity with substantially the same ownership and control, and has fully disclose such ownership, control and any differences to Company.

25. SIGNATURES

IN WITNESS WHEREOF, this Agreement has been executed by the parties as of the date first set forth below.

THE COMPANY:

FRANCHISEE:

DFO, LLC,
a Delaware limited liability company

By: Denny's, Inc.
Its: Sole Member

By: _____
Its: _____

By: _____
Its: _____

Date: _____

By: _____
Its: _____

The following person is approved by the Company as the Designated Operator for [Franchisee] at this location. The Designated Operator and Franchisee acknowledge that the Designated Operator currently satisfies and must continue to satisfy throughout the Term all requirements of this Agreement.

Name

EXHIBIT E

SUPPLY CHAIN OVERSIGHT COMMITTEE FRANCHISEE
PARTICIPATION AGREEMENT

DENNY'S SUPPLY CHAIN OVERSIGHT COMMITTEE FRANCHISEE PARTICIPATION AGREEMENT

This is the Franchisee Participation Agreement (the "Agreement" or "FPA") between the Denny's Supply Chain Oversight Committee (the "SCOC") and the undersigned franchisee (the "Franchisee") _____.

(a) The SCOC was formed by Denny's, Inc., DFO, LLC (together "Denny's") and the Denny's Franchisee Association (the "DFA"), through the SCOC Charter (incorporated herein by this reference), which includes SCOC Board representation from both Denny's Inc., and DFA Board designees.

(b) The SCOC was formed to collaborate on strategic supply chain oversight and improvements for traditional full service restaurants within the contiguous 48 United States of America operating under the Denny's brand ("System."), including the purchase of goods for the Franchisee from the approved Distributor for the System ("Distributor"). Franchisee must be in good standing with Denny's in order for Franchisee to purchase goods procured by or through the purchasing oversight of the SCOC.

In consideration of the transactions contemplated herein, the SCOC and the Franchisee, intending to be legally bound, hereby make this Agreement and set forth the following terms and conditions.

1. **Term and Termination.** This Agreement shall continue in full force and effect until terminated by the Franchisee on six (6) months written notice of intent to terminate this Agreement. SCOC shall have the right to immediately terminate this Agreement upon the Franchisee no longer being considered a Franchisee in good standing with Denny's, or if Franchisee is in default of any agreement with Distributor. This Agreement shall be immediately terminated upon dissolution of the SCOC as provided for in the SCOC Charter as may be amended from time to time.

2. **Commitments.**

(a) The Franchisee understands, acknowledges and agrees to coordinate all requests for supplier and distributor approval through Denny's Inc. or, if delegated, to the SCOC.

(b) The Franchisee understands, acknowledges and agrees to abide by the terms of the SCOC Organization Documents (including but not limited to the SCOC Charter and SCOC Bylaws), as amended from time to time, including the provisions regarding sourcing fees and the distribution of any Sheltered Income, as set forth in the SCOC Organization Documents. The Franchisee further understands, acknowledges and agrees that the Franchisee is hereby making certain purchase commitments to the SCOC, Vendors and Distributor and that the Franchisee hereby appoints the SCOC as its purchasing agent and, as principal, Franchisee agrees to abide by and to fulfill such commitments made by the SCOC on Franchisee's behalf in all respects. ("Vendors" includes both current and prospective vendors to the Denny's System).

These commitments include purchasing virtually all of the Franchisee's goods for use in the Franchisee's restaurants in the System from Distributor where Denny's and the SCOC have authorized or entered into a contract on behalf of the System.

(c) The Franchisee understands, acknowledges and agrees to abide by the purchase terms agreed to by the SCOC on Franchisee's behalf with Vendors and Distributor, to pay all late fees and/or surcharges imposed by Vendors and/or Distributor and to abide by the SCOC's decisions on funding its costs to oversee the System. The Franchisee agrees that the SCOC may receive or benefit from any payments from actual or prospective suppliers or Sheltered Income so long as the SCOC either (a) uses the amounts to defray SCOC operating costs or (b) shares such amounts or the benefit thereof pro rata among each participating restaurant in the System (including DENNY'S) that has executed a Franchise Participation Agreement based on the dollar volume of the purchases of such restaurant that gave rise to the receipt or benefit of such Sheltered Income, unless the SCOC approves another basis for payment, such as a flat amount per restaurant.

3. **DFA Membership Not Required.** DFA membership is not required for participation in the SCOC, however, non-DFA members do not vote for DFA Board members who designate six of the SCOC Board members.

4. **Construction.** This Agreement shall be governed by and construed (i) in accordance with the laws of the State of Delaware, and (ii) in accordance with the SCOC Organization Documents. The preambles to this Agreement are a part of this Agreement, which along with the Agreement and any Schedules and Exhibits attached hereto, constitute the entire agreement of the parties and are incorporated herein by reference. Nothing in this Agreement, however, may supersede, contravene or otherwise adversely affect any rights or requirements of Franchisee under a Franchise Agreement with Denny's. No amendments may be made to this Agreement unless in writing and signed by all parties hereto.

5. **Severability.** If any provision of this Agreement shall be adjudged by any court of competent jurisdiction to be invalid, illegal or unenforceable, in any respect, the validity, legality and enforceability of that provision and of all other provisions of this Agreement shall in no other way be affected or impaired.

6. **Notice.** All notices, approvals, consents and demands required or permitted under this Agreement, including, without limitation, a notice of termination of this Agreement, shall be in writing and sent by hand delivery, facsimile, overnight mail, certified mail or registered mail, postage prepaid, to the parties at their addresses indicated below, and shall be deemed given when delivered by hand delivery, transmitted by facsimile or mailed by overnight, certified or registered mail. Either party may specify a different address by notifying the other party in writing of the different address.

If to SCOC:

Supply Chain Oversight Committee

If to Franchisee:

7. **Benefit and Binding Effect.** Except as otherwise specifically provided in this Agreement, this Agreement shall be binding upon and shall inure to the benefit of the parties to this Agreement, and their legal representatives, successors and permitted assigns.

8. **Pronouns and Number.** Wherever from the context it appears appropriate, each term stated in either the singular or the plural shall include the singular and the plural, and pronouns stated in either the masculine, feminine or neuter gender shall include the masculine, feminine and neuter gender.

9. **Headings, Schedules.** The headings contained in this Agreement are inserted only as a matter of convenience, and in no way define, limit or extend the scope or intent of this Agreement or any provision of this Agreement. The Schedules and Exhibits to this Agreement are incorporated into this Agreement by this reference and expressly made a part of this Agreement.

<p>ACCEPTED AND AGREED TO:</p> <p>FRANCHISEE</p> <p>By: _____</p> <p>Name: _____</p> <p>Title: _____</p> <p>Date: _____</p>	<p>ACCEPTED AND AGREED TO:</p> <p>SUPPLY CHAIN OVERSIGHT COMMITTEE</p> <p>By: _____</p> <p>Name: _____</p> <p>Title: _____</p> <p>Date: _____</p>
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Please indicate the unit locations which Franchisee owns below.

(if more space is needed, please attach an additional page)

<u>Store Number</u>	<u>Franchise or License</u>	<u>Name of Owner</u>	<u>Controlling Shareholder or Partner</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

EXHIBIT F

PURCHASE AGREEMENT

DENNY'S, INC.
PURCHASE AGREEMENT

PURCHASE AGREEMENT

THIS PURCHASE AGREEMENT (Agreement) is made and entered into as of the _____ day of _____, 20__ by and between **DENNY'S, INC., a Florida corporation** with its principal offices in Spartanburg, South Carolina (Seller), and _____, a _____, with their principal offices in _____, _____ (“Purchaser”).

RECITALS

The Seller operates the Denny's restaurant(s) located at the addresses listed on attached Exhibit A (Restaurant(s)). The Seller has agreed to sell and the Purchaser has agreed to purchase certain assets of the Restaurant(s) as set forth below. For the real estate which Seller leases, Seller has agreed to (sub)lease unto Purchaser, and Purchaser has agreed to sublease from Seller, the Restaurant premises all upon the terms and conditions and for the consideration set forth in this Agreement. The real estate which seller owns at _____ (Owned Real Estate) is being sold as part of the same transaction. From and after the closing of the transactions described herein, the Purchaser will operate each Restaurant as a Denny's Restaurant under a separate franchise agreement executed by DFO, LLC (DFO) and the Purchaser concurrently (Franchise Agreement).

NOW THEREFORE, for and in consideration of the mutual covenants and agreements of the parties, and the faithful performance of those terms, the parties agree as follows:

1. Agreement of Sale. On the Closing Date (as defined in Section 6 of this Agreement), the Seller agrees to sell, transfer and convey unto the Purchaser, and the Purchaser agrees to purchase, all of the Seller's right, title and interest in and to the following assets of the Restaurant (Purchased Assets) upon the terms and conditions set forth in this Agreement:

A. **Equipment.** If owned by the Seller, all of the equipment, furnishings, furniture, signs, small wares, trade fixtures and other fixed assets of the Seller used in or located upon the premises of the Restaurant (Equipment) as of this date.

B. **POS Equipment.** The POS equipment used in or located upon the premises of the Restaurant (POS Equipment) as of this date. The Franchise Agreement requires Purchaser to retain the POS Equipment as the operating system for the Restaurant. At closing, Purchaser will sign the POS Software Bridge Agreement attached as Exhibit C. All software licenses for software installed on the POS Equipment will be transferred to Purchaser upon execution of the POS Software Bridge Agreement. Purchaser will pay all transfer fees on the Closing Date. In addition, Purchaser will pay for 120 days of software maintenance and other services associated with the operation of the POS Equipment. After the initial 120 day period, Purchaser must enter into a separate license or service agreement with the respective vendors in order for the POS Equipment to remain operational.

C. **Inventories.** All inventories of the Seller, if any, of food, beverages, liquor, cleaning and operating supplies used in or located upon the premises of the Restaurant as of the Takeover Date (Food and Non-Ingredients).

THIS PARAGRAPH IS TO BE USED IF THE RESTAURANTS BEING SOLD HAVE NO LIQUOR LICENSE OR IF THE LIQUOR LICENSE IS TO BE TRANSFERRED TO THE PURCHASER:

D. **Intangible Property.** All rights of the Seller, if any, under all permits and licenses, maintained by and used in the operation of the Restaurant, including business license(s), occupancy permit(s), license(s) for the sale and consumption of alcoholic beverages, if any, to the extent Seller's rights in such licenses are transferable, all advertising materials, and phone numbers (Intangible Business Value), but specifically excluding, however, the trademark, service mark and trade name "Denny's" and other related trademarks, service marks, trade names, copyrights, labels designs, symbols and distinctive logotypes (Denny's Marks) associated with the Restaurant, all of which shall be and remain the sole and exclusive property of DFO, LLC. The Purchaser shall be authorized to utilize the Denny's Marks only in accordance with the terms of the Franchise Agreement.

THIS PARAGRAPH IS TO BE USED IF THE RESTAURANTS BEING SOLD HAVE A LIQUOR LICENSE THAT IS NOT BEING TRANSFERRED TO THE PURCHASER:

D. **Intangible Property.** All rights of the Seller, if any, under all permits and licenses, maintained by and used in the operation of the Restaurant, including business license(s), occupancy permit(s), if any, to the extent Seller's rights in such licenses are transferable, all advertising materials, and phone numbers (Intangible Business Value), BUT SPECIFICALLY EXCLUDING, HOWEVER: (i) the trademark, service mark and trade name "Denny's" and other related trademarks, service marks, trade names, copyrights, labels designs, symbols and distinctive logotypes (Denny's Marks) associated with the Restaurant, all of which shall be and remain the sole and exclusive property of DFO, LLC; and (ii) license(s) for the sale and consumption of alcoholic beverages. The Purchaser shall be authorized to utilize the Denny's Marks only in accordance with the terms of the Franchise Agreement.

E. **Leasehold Improvements.** For all locations other than Owned Real Estate, the sale shall include all rights of Seller in the leasehold improvements at the Restaurant premises (Leasehold Improvements) as such improvements are defined by applicable law and the lease under which Seller occupies the Restaurant premises. This transfer is subject to the rights of the owner of the real property and to the terms and conditions of the Sublease(s) (defined below), which require(s), among other things, Purchaser to maintain the Leasehold Improvements in good condition and repair and to return them without encumbrances or further payment to Purchaser at the end of the term of the Sublease.

F. **Real Estate.** Fee simple interest in the land and improvements at _____.

G. **Allocation.** The Purchased Assets, and the amount of the Purchase Price allocated thereto, pursuant to this Agreement are as follows:

(1)	Land	\$
(2)	Building	\$
(3)	Equipment	\$
(4)	POS Equipment	\$
(5)	Menu-Link Inventory	\$
(6)	Other Inventory	\$
(7)	Franchise Fee	\$
(8)	Leasehold Improvements	\$
(9)	Intangible Business Value	\$
(10)	Liquor License (remove if no license being transferred)	\$

H. **Post-Closing Reconciliation for Certain Inventory.** The average food and beverage inventory in Denny's company restaurants at the close of its fiscal week, which corresponds with 7:00 A.M. local time on the Takeover Date, is \$13,500. Each restaurant's actual inventory will vary according to, among other factors, sales volume and the date on which it receives its weekly McLane shipment. Frequently, Seller will place a weekly order with McLane or other food vendors prior to turnover for delivery after turnover. The eRestaurant software generates a perpetual report calculating the value of inventory on hand. On the Takeover Date, Seller will generate this report for each Restaurant. To the extent the aggregate total inventory according to the Menu Link reports is less than \$13,500 per Restaurant, Seller will pay such difference to Purchaser within ten days of the Takeover Date. If the aggregate total inventory according to the Menu Link reports is more than \$13,500 per restaurant, Purchaser will pay such difference to Seller within ten days of the Takeover Date. Seller and Purchaser will be responsible for payments to vendors based on the time of delivery, regardless of which party placed the order. This paragraph controls any more general allocation of liabilities or responsibilities in any agreement between the parties.

2. **Purchase Price.** The purchase price for the Purchased Assets shall be _____ **DOLLARS (\$0.00)** (Purchase Price) plus sales tax in the amount of _____ **DOLLARS (\$0.00)** (Sales Tax) **if closing and turnover occur on or before** _____. **The purchase price for the Purchase Assets shall be** _____ **DOLLARS (\$0.00)** (Purchase Price) plus sales tax in the amount of _____ **DOLLARS (\$0.00)** (Sales Tax) **if closing and turnover occur after** _____. Funds are due and payable in immediately available funds (cashier's check or wire transfer) upon the earlier of the Closing Date or three business days before the Takeover Date. This amount includes the initial Franchise Fee of _____ **DOLLARS (\$0.00)**. [If Purchaser closes on the terms and conditions of the Agreement, time being of the essence, then Purchaser qualifies for a credit of \$_____. Seller will pay this on Purchaser's behalf at closing or provide Purchaser with a credit against the purchase price of this amount.] In addition to and along with the purchase price, Purchaser will tender: 1) safe funds of _____ **DOLLARS (\$0.00)**, representing One Thousand Dollars for each restaurant; 2) POS Bridge Agreement Fees in the amount of _____ **DOLLARS (\$0.00)**; and 3) Purchaser's portion of the current period's taxes, the amount of which shall be determined prior to closing. Purchaser shall pay all closing costs of every kind or type, including without limitation title charges, state and local real estate transfer taxes, escrow fees, recording fees and all costs with respect to any financing obtained by Purchaser. Real property taxes for the Owned Real Estate will be prorated.

3. **Sublease.** In addition to the sale and transfer of the Purchased Assets, the Seller agrees that it will sublease unto the Purchaser, and the Purchaser agrees to sublease from the Seller, subject to the terms and conditions of a separate written sublease(s) to be executed between the parties at closing (Sublease(s)) the Restaurant premises other than the Owned Real Estate, more particularly described in the Sublease(s). Terms of Leases/Sublease are set forth in Exhibit C to the Letter of Intent, which Exhibit is incorporated into this Agreement by reference.

4. **Conditions to Purchaser's Obligations.** The obligation of Purchaser to perform under this Agreement is subject to the satisfaction in all material respects as of the Closing Date of the following conditions, unless waived by Purchaser in writing:

A. Seller shall have performed all obligations required to be performed by Seller under this Agreement.

B. All representations and warranties of Seller contained in this Agreement are true and correct.

C. No action or proceeding shall have been commenced to restrain, enjoin or set aside the transactions, or any of them, contemplated by this Agreement, or to impose any liability on Purchaser by reason of this Agreement.

D. Title. Purchaser shall have obtained a satisfactory title commitment which shall remain in force through the date of the Closing. A “satisfactory title commitment” is conditioned only on recording Seller’s deed and payment of the premium at regular rates and commits a title insurer selected by Purchaser to issue an ALTA owner’s policy of title insurance in the amount of the purchase price which insures that fee simple title to the Owned Real Estate is vested in Purchaser, subject only to the Permitted Exceptions, but without printed exceptions. Seller has delivered its title policy to Purchaser. Any matter showed there is a “Permitted Exception.” After the Contract Date, Seller shall not allow any action adversely affecting the title to the Owned Real Estate.

5. Conditions to Seller's Obligations. The obligations of Seller to perform under this Agreement are subject to the satisfaction in all material respects, as of the Closing Date, of the following conditions, unless waived by Seller in writing:

A. Purchaser shall have performed all obligations required to be performed by it under this Agreement.

B. All representations and warranties of Purchaser contained in this Agreement are true and correct.

C. Seller shall have received the consent of the lessor or sublessor to the transfer of the lease or consent to the Sublease (as the case may be), if such consent is required.

6. Closing and Takeover. The Closing Date shall be _____. The Takeover Date shall be _____ at 7:00 a.m., the end of Denny’s _____ fiscal day. All risk of loss shall be borne by Seller prior to the Takeover Date.

7. Deliveries at Closing

A. On the Closing Date, the Purchaser shall execute and deliver the following documents to the Seller:

- (1) An executed Franchise Agreement;
- (2) An executed Sublease;
- (3) An executed Payment Agreement;
- (4) An executed POS Software Bridge Agreement
- (5) An executed Gift Card Agreement
- (6) An executed SCOC Agreement
- (7) An executed Denny’s on Demand Agreement
- (8) Such other documents as the Seller may reasonably request.

B. On the Closing Date, the Seller shall execute and deliver the following documents to the Purchaser:

(1) [A Deed to Purchaser or an affiliated entity for the Owned Real Estate conveying fee simple, marketable title with general warranty, subject to the Permitted Exceptions, together with such other documents as are customary for the conveyance of real estate;]

(2) An executed Sublease [for each Restaurant except Owned Real Estate];

(3) a Bill of Sale transferring the Leasehold Improvements, Equipment, POS Equipment and Inventory to the Purchaser; and

THIS PARAGRAPH IS TO BE USED IF THE RESTAURANTS BEING SOLD HAVE NO LIQUOR LICENSE OR IF THE LIQUOR LICENSE IS TO BE TRANSFERRED TO THE PURCHASER:

(4) An Assignment of Intangibles, if applicable, transferring and assigning all rights and interests of the Seller in and to all licenses, permits and intangible property rights which constitute a part of the Purchased Assets.

THIS PARAGRAPH IS TO BE USED IF THE RESTAURANTS BEING SOLD HAVE A LIQUOR LICENSE THAT IS NOT BEING TRANSFERRED TO THE PURCHASER:

(4) An Assignment of Intangibles, if applicable, transferring and assigning all rights and interests of the Seller in and to all licenses, permits and intangible property rights which constitute a part of the Purchased Assets, to the extent Seller's rights in such licenses are transferable, specifically excluding license(s) for the sale and consumption of alcoholic beverages, if any.

8. Representations and Warranties of Seller.

A. **Organization and Standing.** The Seller is duly organized, validly existing and in good standing as a corporation under the laws of the State of Florida; all requisite corporate action necessary to authorize the execution and delivery of this Agreement and the sale contemplated hereby has been taken; and upon the execution, delivery and recording, where appropriate, of the closing documents, no further action will be required to vest legal title to and possession of the Purchased Assets in the Purchaser, its successors and assigns forever.

B. **Authority to Perform.** Seller has full and complete authority to enter into this Agreement and to perform its obligations under this Agreement. Seller has taken all requisite corporate action necessary to authorize the execution and delivery of this Agreement and the contemplated transaction, and the execution and consummation of this Agreement will not violate Seller's Articles of Incorporation or Bylaws. The execution and consummation of this Agreement will not violate any applicable law, rule or regulation of any governmental body with jurisdiction over the Seller.

C. **Title to Assets.** The Seller has good and marketable title to the Purchased Assets free and clear of all liens or encumbrances of any kind and no person, firm or corporation, including federal, state, county or municipal governments has any undisclosed adverse interest.

D. **Survival.** All representations and warranties made by Seller shall be in full force and effect as of this date and the Takeover Date and survive the closing for a period of six (6) months.

9. Representations and Warranties of Purchaser.

A. **Organization and Standing.** The Purchaser is duly organized and validly existing under (organization) law, and in good standing as a under the laws of the State(s) of (state where restaurants located).

B. **Authority to Perform.** Purchaser has full and complete authority to enter into this Agreement and to perform its obligations under this Agreement. Purchaser has taken all requisite action necessary to authorize the execution and delivery of this Agreement and the contemplated transaction and the execution and consummation of this Agreement will not violate Purchaser's Articles of Incorporation, Bylaws or similar documents. The execution and consummation of this Agreement will not violate any applicable law, rule or regulation of any governmental body with jurisdiction over the Purchaser.

C. **Litigation.** There is no litigation or proceeding pending, or to the Purchaser's knowledge threatened, against or relating to the Purchaser, its properties or business, which would restrict the Purchaser's ability to perform its obligations under this Agreement.

D. **Solvency.** Purchaser is solvent, is not in the hands of a receiver, and there is no application for receivership pending and no proceedings are pending or threatened by or against the Purchaser of bankruptcy or reorganization in any state or federal court.

E. **Survival.** All representations and warranties made by the Purchaser shall be in full force and effect as of this date and the Takeover Date and survive the closing for a period of six (6) months.

10. Conduct of Business. Pending transfer of possession of the Restaurant on the Takeover Date:

A. The Seller shall not engage in any sale or enter into any transaction, contract or commitment, or incur any liability or obligation, or make any disbursement relating to the Purchased Assets, which is not in the ordinary course of business.

B. The Seller shall use its best efforts to preserve the Purchased Assets and the Restaurant in good order and to keep available for Purchaser all the present employees of the Seller and to preserve for the Seller the good will of suppliers, customers and others having business relationships with the Seller.

11. Indemnification by Seller.

A. Seller agrees to defend, indemnify and hold Purchaser harmless from any and all damages, losses, debts, obligations, claims, demands, encumbrances, deficiencies, costs, interest and penalties, expenses and other liabilities (including attorney fees) of every kind, nature and description pertaining to the Restaurant and owed or incurred by Seller prior to the Takeover Date in the operation and ownership of the Restaurant so that no liens, encumbrances, claims, causes of action, interests, obligations or other liabilities of any kind will be subsequently asserted by anyone against Purchaser, its successors or assigns.

This indemnity includes, but not to be limited to, all claims, if any, of any employees of Seller for wages, vacation, or pay in lieu of vacation, whether present or former employees of Seller and all taxes, if any, levied, assessed or imposed by any taxing or governmental authority on Seller, Purchaser, or the Restaurant.

B. Seller agrees to defend, indemnify and hold Purchaser harmless from and against any and all damages, losses, debts, obligations, claims, demands, encumbrances, deficiencies, costs, interest, penalties, expenses and other liabilities (including attorney fees) of every kind, nature and description that Purchaser shall suffer, sustain, incur or be required to pay by reason of any breach by Seller under this agreement or by reason of the failure of Seller to observe or perform any of the covenants, obligations, restrictions, or other terms, provisions or conditions of this Agreement, or by reason of any representations or warranties of Seller, contained in this Agreement or contained in any documents delivered by Seller to Purchaser at the Closing, being untrue or incorrect in any material respect.

12. Indemnification by Purchaser.

A. Purchaser agrees to defend, indemnify and hold Seller harmless from any and all damages, losses, debts, obligations, claims, demands, encumbrances, deficiencies, costs, interest and penalties, expenses and other liabilities (including attorney fees) of every kind, nature and description pertaining to the Restaurant and owed or incurred by Purchaser as of, and subsequent to, the Takeover Date in the operation and ownership of the Restaurant so that no liens, encumbrances, claims, causes of action, interests, obligations or other liabilities of any kind will be subsequently asserted by anyone against Seller, its successors or assigns.

B. Purchaser agrees to defend, indemnify and hold Seller harmless from and against any and all damages, losses, debts, obligations, claims, demands, encumbrances, deficiencies, costs, interest, penalties, expenses and other liabilities (including attorney fees) of every kind, nature and description that Seller shall suffer, sustain, incur or be required to pay by reason of any breach by Purchaser under this Agreement or by reason of the failure of Purchaser to observe or perform any of the covenants, obligations, restrictions, or other terms, provisions or conditions of this Agreement, or by reason of any representations or warranties of Purchaser, contained in this Agreement or contained in any documents delivered by Purchaser to the Seller at the Closing, being untrue or incorrect in any material respect.

13. Assumption of Contracts. Purchaser agrees and acknowledges that the contractual arrangements set forth on Exhibit B are essential for the continued operation of the Restaurant in accordance with the requirements of the Franchise Agreement, and Purchaser hereby assumes all obligations and responsibilities under such contracts. Prior to and after the Closing Date, Seller and Purchaser shall work in good faith to make valid and binding assignments of such contracts as either of them or the contracting party may request.

14. Miscellaneous Provisions.

A. **Payment of Taxes and Rents.** All state, county and local sales, use, transfer or other taxes incurred by reason of the sale and conveyance of the Purchased Assets shall be paid by the Purchaser; and Purchaser shall provide to Seller, for Seller's records, such proof and documentation that Seller may reasonably request that all state, county and local sales, use, transfer or other taxes have been paid in full by Purchaser. All state, county and local taxes assessed against the Purchased Assets, including personal property taxes, if any, and all rents, utility charges, service or user fees charged or billed to the Seller on account of its ownership of the Purchased Assets, shall be prorated between Seller and Purchaser as of the Takeover Date.

B. **Disclaimer of Warranties.** THE PURCHASED ASSETS ARE BEING SOLD "AS IS" AND "WITH ALL FAULTS." PURCHASER ACKNOWLEDGES THAT THERE IS NO IMPLIED WARRANTY THAT THE PURCHASED ASSETS SHALL BE MERCHANTABLE, OR ANY IMPLIED WARRANTY THAT THE PURCHASED ASSETS SHALL BE FIT FOR ANY PARTICULAR PURPOSE. PURCHASER ACKNOWLEDGES THAT IT HAS INSPECTED THE PURCHASED ASSETS TO ITS SATISFACTION, AND THAT IT IS NOT RELYING UPON THE SELLER'S SKILL OR JUDGMENT IN SELECTING AND EVALUATING ANY PORTION OF THE PURCHASED ASSETS. The Seller will use its best efforts to transfer to the Purchaser any manufacturer's warranties applicable to the Purchased Assets to the extent Seller's interests therein are legally transferable.

C. **Entire Agreement.** This Agreement replaces any Letter of Intent or similar agreements, and is signed in conjunction with the following agreements: Franchise Agreement, Sublease, Payment Card Agreement, and _____. These documents contain the entire agreement among the parties with respect to the purchase and operation of the Restaurant and supersede all prior negotiations. None of the parties is bound by nor deemed to have made any representations, warranties or commitments except those expressly contained in the identified documents. Agreements shall not be changed, modified or terminated except by supplemental agreement in writing and executed by both parties.

D. **Governing Law.** This Agreement shall be construed in accordance with and governed by the laws of the State of South Carolina. The parties agree that any action brought by either party against the other in any court, whether federal or state, will be brought exclusively within the State of South Carolina, except that, the Seller may, at its discretion, seek injunctive and equitable relief in any court of competent jurisdiction. Purchaser hereby irrevocably consents to the jurisdiction of such court and waives any objection Purchaser may have to either jurisdiction or venue of such court.

E. **Notices.** All notices under this Agreement shall be made in writing and shall be delivered by overnight courier, or other means calculated to give prompt actual notice to the other party, in the following manner:

If to the Seller, to:

Vice President of Development
Denny's, Inc.
203 East Main Street
Spartanburg, SC 29319

With a copy to:

General Counsel
Denny's, Inc.
203 East Main Street
Spartanburg, SC 29319

If to Purchaser, to:

The Seller or Purchaser may from time to time change its address for notices by giving a written notice of such change to the other party.

F. **Brokers.** Each party represents and warrants to the other that it has not engaged the services of a broker related to the sale and that no person or other entity is entitled to a commission upon the consummation of this Agreement.

G. **Further Assurances.** If at any time after the Closing Date any party shall consider or be advised that any further instruments or assurances or any other things are necessary or desirable to carry out the terms of this Agreement, the other party shall execute and deliver all such instruments and assurances and do all things reasonably necessary and proper to carry out the terms of this Agreement.

H. **Counterparts/Binding Effect.** This Agreement:

(1) may be executed in any number of counterparts and each such counterpart shall be deemed to be an original instrument, but all such counterparts together shall constitute but one Agreement; and

(2) shall be binding upon and shall inure to the benefit of the parties and their respective successors and permitted assigns.

I. **Headings.** The headings used in this Agreement are for convenience only and shall not affect the construction of any of the terms of this Agreement.

IN WITNESS WHEREOF, the Seller and Purchaser have caused these presents to be executed on and as of the date set forth below.

The following exhibits are attached to this agreement:

- Exhibit A Restaurant Locations
- Exhibit B Contracts Purchaser will Assume
- Exhibit C POS Software Bridge Agreement

SELLER:

DENNY'S, INC.,
a Florida corporation

By: _____

Its: _____

PURCHASER:

a _____

By: _____

Its: _____

Exhibit A
Restaurant Locations

Exhibit B
CONTRACTS PURCHASER WILL ASSUME

MBM (Master Distributor) McLane

Coca Cola

Mood

Ecolab, Inc. (Dish machines) P&G

Fashion Seal/Superior Uniform

Red Mountain Lighting

Staples

There will be additional local contracts

EXHIBIT C
POS SOFTWARE BRIDGE AGREEMENT

EXHIBIT F-1

PROMISSORY NOTE

PROMISSORY NOTE

\$ _____, 20__

FOR VALUE RECEIVED, the undersigned Maker promises to pay to the order of **Denny's, Inc.**, at Spartanburg, South Carolina, the full and just principal sum of _____ **AND** **___/100 DOLLARS (\$ _____)**, payable in weekly installments of principal with interest thereon at the rate of _____ (___%) per annum or the highest rate allowable by law, whichever is less, from the date hereof; and at a rate of _____ (___%) per annum or the highest rate allowable by law, whichever is less, after maturity for any unpaid installment, until fully paid. All such installment payments shall be made according to the attached Amortization Schedule in weekly installments of principal and interest in the amount of _____ **AND ___/100 DOLLARS (\$ _____)**; payments to be made as follows: \$ _____ on (day of week), (month) (day), (year), and \$ _____ on the (day of week) of each week thereafter for _____ (___) consecutive weeks, with a final payment of the principal and interest of _____ **AND ___/100 DOLLARS (\$ _____)** due and payable on the ___th week. All payments will be made and collected pursuant to the Payment Card Agreement between Maker and DFO, LLC.

If any of the following events shall occur and be continuing for any reason whatsoever:

- (i) the Maker(s) or any guarantor fails to make any payment within five days after the due date. Maker(s) no more than twice during any twelve (12) month period may cure such failure within five (5) days; or
- (ii) the Maker(s) or any guarantor defaults in any payment of principal of (or premium on, if any) or interest on any other obligation for money borrowed beyond any applicable period of grace; or defaults in the performance of any other agreement, term or condition contained in any agreement under which any such obligation is created (or if any other default under any such agreement shall occur and be continuing) if the effect of such default is to cause, or to permit the holder or holders of such obligation (or a trustee on behalf of such holder or holders) to cause, such obligation to become due prior to its stated maturity; or
- (iii) the Maker(s) or any guarantor defaults in any obligation under any Franchise Agreements or other agreements with Denny's, Inc. or any subsidiary or affiliated companies, including without limitation DFO, LLC; or
- (iv) a final judgment or judgments for the payment of \$50,000 or more is or are outstanding against the Maker(s) or any guarantor and any one of such judgments has been outstanding for more than thirty (30) days from the date of its entry and has not been discharged in full or stayed; or
- (v) the Maker(s) or any guarantor makes an assignment for the benefit of creditors or admits in writing its inability to pay its debts generally as they become due; or
- (vi) an order, judgment or decree is entered adjudicating the Maker(s) or any guarantor bankrupt or insolvent; or
- (vii) the Maker(s) or any guarantor petitions or applies to any tribunal for the appointment of a trustee, receiver or liquidator of the Maker(s) or any guarantor's business or property or commences any proceedings relating to the Maker(s) or any guarantor under any bankruptcy, reorganization, compromise, arrangement, insolvency, readjustment of

debt, dissolution or liquidation law of any jurisdiction, whether now or hereafter in effect; or

(viii) any such petition or application is filed, or any such proceedings are commenced, against the Maker(s) or any guarantor, and the Maker(s) or any guarantor by any act indicates approval, consents or acquiesces; or an order, judgment or decree is entered appointing any such trustee, receiver or liquidator, or approving the petition in any such proceedings, and such order, judgment, or decree remains unstayed and in effect for more than 60 days;

then the holder of this Note may, at its option and in addition to any right, power or remedy permitted by law or equity, by notice in writing to the Maker(s) or any guarantor, declare the Note to be, and the Note shall thereupon be and become, forthwith due and payable in its entirety together with accrued interest thereon.

Maker shall be permitted to prepay the principal balance of the Note at the Maker's election, without penalty. Holder will re-compute the amount of the payments due over the remaining term of the Note, in order to account for any prepayments of principal.

Presentment for payment, protest, notice of protest of this instrument and all defenses on the ground of extension or extensions of time for payments in whole or in part are waived by the Maker(s).

If this Note is not paid promptly in accordance with its provisions, the Maker(s) and any guarantor jointly and severally agree to pay, in addition to the unpaid balance of this Note, all expenses, including but limited to legal expenses, court costs, and attorneys' fees paid or incurred for the collection of the indebtedness owed pursuant of this Note, or any part thereof.

This Note shall be governed by and construed in accordance with the laws of the State of South Carolina.

This Note is personal to the Maker(s) and is not assignable. If Maker(s) sells, assigns or transfers its interest in this Note or in any Denny's Franchise Agreement, then the entire principal amount then outstanding shall become immediately due and payable.

The Maker(s) acknowledges that a default under the terms of this Note shall constitute a default under the terms of all Franchise Agreements between Maker(s) and DFO, LLC.

MAKER:

By: _____

Its:

By: _____, an individual

EXHIBIT G

CONFIDENTIALITY AGREEMENT

CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement (Agreement) is made and entered into as of the date set forth below by and between Denny's, Inc., (Denny's), a corporation organized under the laws of the state of Florida and _____ [an individual residing] [a (enter entity type) formed] in the State of _____ [and its owners, members, officers and agents] with a mailing address of _____ (collectively "Interested Party").

RECITALS

WHEREAS, Denny's is willing to share certain highly confidential information with Interested Party in order for Interested Party to consider and evaluate a possible acquisition of Denny's restaurant(s) (Restaurant) owned and operated by Denny's; and

WHEREAS, Interested Party and its owners, members, officers and agents have agreed to keep all discussions concerning the Restaurant, the potential sale of the Restaurant, and all information provided by Denny's, such as information and material unique to the business, operations and sales of the Restaurant (Confidential Information) strictly confidential;

NOW, THEREFORE, in consideration of the premises and mutual undertakings and commitments set forth herein, Denny's and Interested Party intending to be legally bound hereby, agree as follows:

1. Covenant of Confidentiality. Interested Party agrees that any and all Confidential Information provided by Denny's or its affiliates will be used by Interested Party and shared with its owners, officers or members solely for the purpose of evaluating the Restaurant and that such information will not be used in any way detrimental to Denny's and will be kept strictly confidential by Interested Party; provided however, that (i) any disclosure of such Confidential Information may be made to which Denny's consents in writing; and (ii) any disclosure may be made if required by law, order, or legal process, in which event Interested Party shall give Denny's advance notice of such disclosure, so that Denny's will have a reasonable period of time in which to contest same. Interested Party shall communicate only with employees of Denny's which Denny's may designate for the purpose of providing information relating to the Restaurant. Interested Party acknowledges and agrees that it will have no contact with the Restaurant's employees, customers, independent contractors, or suppliers regarding Interested Party's potential purchase of the Restaurant, without written consent by Denny's.

2. Return, Destruction of Confidential Information. Upon Denny's request, and in no event later than five (5) days after completion of negotiations regarding the Restaurant, Interested Party shall promptly deliver to Denny's any Confidential Information provided by Denny's to Interested Party pursuant to the terms of this agreement and any other written material containing or reflecting any information relating to any Confidential Information which may have been prepared by Interested Party. All documents, analyses, memoranda, notes and other writings whatsoever prepared by Interested Party based on any Confidential Information shall be destroyed, and such destruction shall be certified in writing to Denny's by Interested Party.

3. No Guarantee. All Confidential Information shared with Interested Party is for evaluation purposes only. Denny's makes no representation and does not guarantee the future performance of the Restaurant.

4. Existing Franchisee. If any Interested Party operates a Denny's restaurant under a franchise agreement with DFO, LLC, franchisor of Denny's restaurants, a breach of this Confidentiality Agreement also constitutes a violation of that franchise agreement(s) or personal guaranty. DFO has the right

CONFIDENTIALITY AGREEMENT

to issue a formal Notice of Default under your current franchise agreement(s) as a result of such a violation.

5. Denny's Employee. If any Interested Party is an employee of Denny's and breaches this Confidentiality Agreement, then Denny's has the right to take disciplinary action, up to and including termination of Interested Party's employment, as a result of such breach.

6. Governing Law. This Agreement shall be governed by, and construed in accordance with, the laws of the State of South Carolina. Interested Party agrees that Denny's shall be entitled to equitable relief, including an injunction and specific performance, in the event of any breach of the provisions of this agreement, in addition to all other remedies available to Denny's at law or in equity. Interested Party also hereby irrevocably and unconditionally consents to submit to the exclusive jurisdiction of the state and federal courts located in the State of South Carolina for any actions, suits or proceedings arising out of or relating to this agreement. No right or remedy conferred on either party shall be deemed exclusive, and all such rights and remedies are hereby declared cumulative. No failure or delay by either party in exercising any right, power, or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any right, power, or privilege hereunder. The understanding set forth herein may be modified or waived only by a separate writing signed by both parties, expressly so modifying or waiving the terms of this Agreement.

IN WITNESS WHEREOF, intending to be legally bound, the parties have duly executed, sealed, and delivered this Agreement as of the day and year written below.

Denny's, Inc.
a Florida corporation

(Interested Party)

By: _____

By: _____

Its: _____

Its: _____

Date: _____

EXHIBIT H

RESTAURANT (SUB)LEASE

Unit _____

SUBLEASE

SUBLEASE

This Sublease Agreement (Lease) is made and entered into on _____, 20__ by and between **DENNY'S, INC., a Florida corporation** (Landlord) and _____ (Tenant).

RECITALS

A. On _____, 20__, Landlord entered into that certain lease (Master Lease), pursuant to which Landlord leased from _____ (Master Landlord), that certain real property together with all easement(s) and common area rights including all buildings, structures and other improvements located thereon, situated in the City of _____, County of _____, State of _____ commonly known as _____, and more particularly described in the Master Lease, said description being incorporated herein by reference (the "Premises"). Tenant hereby acknowledges receipt of a copy of the Master Lease and all amendment(s) and rider(s) thereof, if any.

B. Denny's, Inc. owns all of the personal property, trade fixtures, furniture, fixtures, equipment, signs, and small wares located on the Premises. All personal property, trade fixtures, furniture, equipment, signs, and small wares located on the Premises and owned by Denny's, Inc. shall be conveyed to Tenant.

C. Tenant wishes to enter into this Lease for the purpose of leasing from the Landlord the Premises pursuant to the following terms and conditions.

NOW, THEREFORE, in consideration of the mutual promises of the parties and other valuable consideration, the receipt of which is hereby acknowledged, Landlord does hereby lease to Tenant and Tenant does hereby lease from Landlord the Premises on the following terms and conditions:

AGREEMENT

1. Recitals.

The recitals set forth above are an integral part of this Lease.

2. Term.

a. The term of this Lease shall commence on _____, **20__** (Commencement Date) and shall end on _____, **20__**, and shall be subject to the following options: _____, unless sooner terminated in accordance with the provisions hereunder (Termination Date). If Tenant desires to extend the Lease pursuant to this section 2.a., Tenant shall provide Landlord notice of its intention to extend the term no less than thirty (30) days before Landlord is required to notify Master Landlord of its intention to exercise its option to extend the term of the Master Lease.

b. Tenant shall, on the last day of the Lease term, or any extension thereof, or upon any earlier termination of such term, surrender to Landlord the building and other permanent improvements on the Premises, in good order, condition and state of repair, reasonable wear and tear excepted.

c. At the expiration of the Lease, or earlier termination for any reason, Tenant shall immediately surrender possession of the Premises to Landlord. Should Tenant fail to do so, it consents to pay any and all damages which Landlord may suffer, including attorney's fees, costs and expenses incurred by Landlord to obtain possession of the Premises. Tenant expressly waives any notice to vacate at the expiration of the Lease. Should Landlord allow or permit Tenant to remain in the Premises after the expiration or termination of this Lease, this shall not be construed as an extension of this Lease, and such

holding over shall be deemed to have created a week-to-week tenancy, subject to all the terms and conditions of this Lease, except that Tenant shall pay rent to Landlord at a rate equal to three hundred percent (300%) of the highest total weekly rental (Minimum Rent plus Additional Rent), paid during the five (5) year period immediately preceding the expiration of the Lease or three hundred percent (300%) of the amount Landlord is obligated to pay Master Landlord during such hold over, whichever is greater.

3. Minimum Rent.

a. Effective _____, 20____, Tenant shall pay to Landlord, in advance, without prior notice or demand or offset, as a minimal rental for the Premises, the sum of _____ per week, which sum shall be paid in advance by check postmarked no later than the day following the weekly close throughout the term of this Lease (Minimum Weekly Rent). Rent shall increase at the same time and in the same amount as any increase in the Master Lease under which Denny's currently operates the restaurant.

b. If Tenant fails to deliver any payment of rent to Landlord within five (5) days after the date such payment is due, Tenant shall pay Landlord interest from the date such sum is due until such sum is actually paid at the lesser of the rate of fifteen percent (15%) per year or the maximum interest rate allowed by law.

c. Tenant's operating, accounting and billing period shall end each Thursday morning at 7:00 a.m. Tenant's quarterly operating, accounting and billing period is a four (4) week month, a four (4) week month and a five (5) week month. This four-four-five week quarter requires that all accounting information, including payroll expenses, reflect a maximum of twenty-eight (28) and thirty-five (35) days of income and expense respectively. For each week of the term of this Lease, Tenant is required to make all payments of Minimum Weekly Rent, Percentage Rent, Additional Rent and other payments due hereunder by check postmarked no later than the day following the weekly close. If the Commencement Date and Termination Date fall on any day of the week other than Wednesday, then any amounts due shall be prorated accordingly.

4. Percentage Rent.

a. In addition to the Minimum Rent, Tenant shall, throughout the term of this Lease and any extension thereof, pay to Landlord Percentage Rent (Percentage Rent) on a weekly basis in an amount by which _____ percent (____) of the gross sales, as the term "gross sales" is hereinafter defined, from all business conducted on the Premises by or under Tenant, exceeds the aggregate amount of Minimum Weekly Rent paid by Tenant during such period.

The term "gross sales" as used in this Lease shall mean the total revenues derived by Tenant in and from the conduct of business on the Premises from all sales of food, goods, wares, merchandise and all services made in, upon, or from the Premises whether for cash, check, credit or otherwise, without reserve or deduction for inability or failure to collect the same. Gross sales shall include without limitation sales and services where the orders originate at and are accepted by Tenant at the Premises but delivery or performance is made from or at any other place, or other similar orders are received or billed at or from the Premises, as well as any sums or receipts from the sale of meals to employees. Gross sales shall not include rebates or refunds to customers; or the amount of any sales taxes or other similar taxes that Tenant may be required to and does collect from customers to be paid to any federal, state or local taxing authority.

b. For each week of the term of this Lease, Tenant is required to send to Landlord a Weekly Sales and Royalty Transmittal which is supported by a dated, original, cumulative point of sale data in the form Landlord may, from time to time, require. Contemporaneously with the execution of this Agreement, Tenant agrees to sign Landlord's current version of the Franchise Credit and Debit Card Agreement (Credit Card Agreement) and participate in Landlord's credit card program, as it is administered from time to time.

The term of the Credit Card Agreement is for the same term as this Agreement. Under the Credit Card Agreement, all sales at the Premises paid with a credit card are remitted directly to Landlord. After receiving these credit card payments on Tenant's behalf, Landlord will subtract any payments which Tenant may owe to Landlord (payments for minimum rent, percentage rent, and any other periodic payments or miscellaneous outstanding charges) as well as any amounts which Tenant may owe to Landlord's affiliates (including any payments due under a promissory note or franchise agreement). Landlord will remit to Tenant the balance, if any, remaining after subtracting all payments. Likewise, Tenant is required to send to Landlord a check or wire transfer for any fees not paid by the credit card sales.

Landlord shall have the right to verify the sales information submitted by Tenant, including, but not limited to, the right to export sales information directly from Tenant's point of sale system, or otherwise obtain information regarding the sales at the Premise.

Failure to participate in the credit card program or a default under that program constitutes a default under this Agreement.

c. If Tenant fails to deliver any payment of Percentage Rent to Landlord within five (5) days after the date such payment is due, Tenant shall pay Landlord interest from the date such sum is due until such sum is actually paid, at the lesser rate of fifteen percent (15%) per year, or the maximum interest rate allowed by law.

d. Tenant shall deliver to Landlord, simultaneously with Tenant's delivery to any taxing agency, duplicate copies of all returns, worksheets, forms and documents ("sales tax information") submitted to any such taxing agency for the purpose of reporting Tenant sales tax obligation. Tenant hereby grants to Landlord permission to provide Master Landlord with copies of all, or any part, of said sales tax information.

e. Landlord shall have a right to inspect Tenant's records of gross sales.

f. All other payments to be made by Tenant under this Lease shall be deemed to be "Additional Rent" whether or not such payments shall be designated as such. Landlord shall have the same remedies for nonpayment of additional rent as for the nonpayment of the Minimum Weekly Rent or Percentage Rent.

g. All rent payable shall be net to Landlord and all costs, expenses and obligations of every kind and nature whatsoever relating to the Premises shall be paid by Tenant.

5. Taxes.

a. Tenant shall pay as Additional Rent, as set forth below, all the real and personal property taxes and all the general and special assessments levied against the Premises which Landlord is required to pay pursuant to the terms of the Master Lease.

b. If, at any time during the term or any option period of the Lease, under the laws of the state in which the Premises are located, or of any political subdivision thereof in which the Premises are situated, a tax or excise on rents or other such tax, however described, is levied or assessed against Landlord at law or under the Master Lease on account of the Minimum Rent or the Percentage Rent, or any other rentals or amounts accruing under this Lease, as a substitution in whole or in part for real property taxes on the Premises, or any part thereof, or in addition thereto, such tax or excise or rents on rent shall, to the extent of the amount which is assessed or imposed upon Landlord and which was so assessed or imposed as a direct result of rentals accruing under this Lease, be deemed to be a real property tax or assessment levied or assessed against the Premises for the purposes of this Section. In addition, Tenant shall pay to Landlord amounts equal to any sales, use, gross receipts, excise, or other tax, except for taxes based upon

Landlord's net income, which are, or should ultimately be, assessed against or are required to be collected by Landlord by a taxing authority in connection with this Lease.

c. Tenant shall pay as additional weekly rent, an amount estimated by Landlord to be the weekly sum accruing for real and personal property taxes payable by Tenant hereunder. Landlord may adjust said weekly estimated sum from time to time to an amount which, in Landlord's sole reasonable judgment, will be sufficient to cover Tenant's tax obligation for the prospective tax year. Within thirty (30) days following the end of Landlord's fiscal year, or, at Landlord's option, prior to the final date during each tax year on which taxes can be paid without penalties or interest, Landlord shall furnish Tenant with a statement covering the preceding year, setting forth the total real and personal property tax assessments payable by Landlord for such year and the payments made by Tenant for the corresponding period. If the sums payable by Landlord for real and personal property taxes exceed the payments made by Tenant, Tenant shall pay Landlord the amount of such deficiency within five (5) days after delivery of such statement pursuant to Article 22. If said payments by Tenant exceed the sums payable by Landlord for real and personal property taxes, Tenant shall be entitled to a credit in the amount of such overpayment to be applied to payments next due Landlord for real and personal property taxes as set forth in this Section.

d. If Tenant fails to deliver any payment of taxes to Landlord within five (5) days after such payment is due, Tenant shall pay Landlord interest from the due date until such sum is paid at the lesser rate of fifteen percent (15%) per year or the maximum interest rate allowed by law.

6. Insurance.

a. Beginning on the Commencement Date and continuing for the full term, and any extensions, Tenant shall maintain in full force and effect, at Tenant's sole cost and expense, in accordance with the Landlord's insurance requirements from time to time with insurance carriers acceptable to the Landlord; provided, however, that if the amount or types of insurance coverages required pursuant to the terms of the Master Lease are greater, Tenant shall obtain insurance in such greater amounts or types. The coverage shall include: (a) broad form comprehensive general liability coverage, including products liability and broad form contractual liability coverage, in the amount of at least one million dollars (\$1,000,000.00) combined single limit; (b) all risk insurance covering the building, structures, equipment, improvements and the contents in and at the Premises, on a full replacement cost basis, including an agreed amount endorsement if applicable, insuring against all risks of direct physical loss (except for such unusual perils as nuclear attack, earth movement and war, unless required by Master Lease); (c) business interruption insurance in actual loss sustained form covering the rental of the Premises, previous profit margins, weekly royalty and advertising fees paid to the franchisor, maintenance of competent personnel and other fixed expenses; (d) liquor (dramshop) liability insurance if the Tenant has a liquor or beer and wine license or sells alcoholic beverages on the Premises; (e) in connection with and prior to commencing any construction, refurbishment or remodeling on the Premises, Tenant shall maintain Builder's All Risks insurance and performance and completion bonds in forms and amounts acceptable to the Landlord; and (f) commercial umbrella insurance, with limits of not less than five million dollars (\$5,000,000) to cover all primary underlying coverages. As proof of all required insurance, a certificate of insurance shall be submitted by Tenant for the Landlord's approval prior to Tenant's commencement of any activities or services to be performed under this Agreement. Tenant shall deliver a complete copy of Tenant's then-prevailing policies of insurance to Landlord within thirty (30) days following the delivery of the certificate of insurance.

b. Landlord shall be named as an additional insured on all of such policies referenced in Paragraph a above to the extent of its interests and shall be provided with certificates of insurance evidencing such coverage. Tenant shall provide certificates of insurance to Landlord annually upon renewal or extension of the policies referenced in Paragraph a above. All public liability and property damage policies shall contain a provision that Landlord, although named as an insured, shall nevertheless be entitled to recover under such policies on any loss occasioned to it, its affiliates, officers, agents and employees by reason of the negligence of Tenant, its principals, contractors, agents or employees. All

policies shall extend to and provide indemnity for all obligations assumed by Tenant hereunder and all other items for which Tenant is required to indemnify Landlord under the provisions of this Lease and shall provide Landlord with at least thirty (30) days notice of cancellation or termination of coverage. Landlord reserves the right to specify reasonable changes in the types and amounts of insurance coverage required by this Section 6. Should Tenant fail or refuse to procure the required insurance coverage from an insurance carrier acceptable to Landlord or to maintain it throughout the term of this franchise, Landlord may in its discretion, but without any obligation to do so, obtain such coverage for Tenant, in which event Tenant agrees to pay the required premiums or to reimburse Landlord. The amount of such premiums shall be set forth in a written invoice delivered to Tenant by Landlord. Tenant shall reimburse Landlord for the invoice amount within seven (7) days after the invoice has been delivered to Tenant. Failure to maintain the required insurance or to promptly reimburse Landlord for any premiums paid on behalf of Tenant by Landlord shall constitute a default.

c. Tenant agrees to defend at its own cost and to indemnify and hold harmless Landlord, its subsidiaries, parent and affiliates, shareholders, directors, officers, employees and agents from and against any and all loss, costs, expenses (including attorneys' fees), damages and liabilities, however caused, resulting directly or indirectly from or pertaining to the use, condition, construction, equipment, decorating, maintenance or operation of the restaurant on the Premises, including: (a) the preparation and sale of any product made in or sold from the restaurant, (b) any labor or other employee related claims of any kind, and (c) Tenant's failure for any reason to fully inform any third party of Tenant's lack of authority to bind Landlord for any purpose. Such loss, claims, costs, expenses, damages and liabilities shall include, without limitation, those arising from latent or other defects on the Premises or in the restaurant, whether or not discoverable by Landlord, and those arising from the death of or injury to any person or arising from damage to the Premises or Tenant's agents or employees, or any third person, firm or corporation, whether or not such losses, claims, costs, expenses, damages or liabilities were actually or allegedly caused wholly or in part through the active or passive negligence of the Landlord or any of its agents or employees or resulted from any strict liability imposed on the Landlord or any of its officers, agents or employees.

d. The liability insurance obtained by Tenant shall (i) be primary and non-contributing, and (ii) contain cross-liability endorsements. The amount and coverage of such insurance shall not limit Tenant's liability or relieve Tenant of any other obligation under this Lease. Landlord may also elect to obtain comprehensive public liability insurance in an amount and with coverage determined by Landlord insuring Landlord against liability arising out of ownership, operation, use or occupancy of the Premises. The policy obtained by Landlord shall not be contributory and shall not provide primary insurance. Tenant shall be liable for the payment of any deductible amount under Tenant's insurance policies maintained pursuant to this Section. Tenant shall not do or permit anything to be done which invalidates any such insurance policies. In the event that insurance, in the form or amounts described in this Section, ceases to be available at any time during the term, Landlord may require substitute coverage in available forms as Landlord, in its reasonable determination, deems necessary to protect its interests.

e. Tenant, as a material part of the consideration to be rendered to Landlord, waives all claims against Landlord, except for claims based on Landlord's intentional conduct, for damages to goods, wares and merchandise in, upon or about the Premises from any cause arising at any time, and Tenant will hold Landlord harmless from any damage or injury to any person, or to the goods, wares and merchandise of any person arising from the use of the Premises by or under Tenant, or from the failure of Tenant to maintain the Premises as required. Tenant shall give prompt notice to the appropriate insurer and to Landlord in case of fire or significant damage in or upon the Premises. Additionally, Tenant shall promptly provide Landlord with copies of all filed claims and correspondence with any and all insurers regarding losses to the Premises of any nature whatsoever.

7. **Common Area Charges.** If Landlord whether under the Master Lease or otherwise, is required to pay any common area charges and assessments in respect to the Premises, including, without limitation, real estate taxes and assessments, insurance premiums or maintenance and repair costs for the

common areas or merchants' association fees, any such payments shall be paid to the Landlord by Tenant at the time and in the manner provided for in the Master Lease as Additional Rent.

8. Subrogation.

Landlord and Tenant mutually waive their respective rights of recovery against each other from any loss insured by fire, extended coverage and other insurance policies existing for the benefit of the respective parties. Each party shall obtain any special endorsements, if required by their insurer, to evidence compliance with this waiver.

9. Utilities.

Tenant is required to open and maintain utility accounts in its name for, and to pay prior to delinquency, all charges for water, sewer, gas, heat, lights, power, trash, telephone service and all other services supplied to the Premises during the term of this Lease.

10. Alterations, Additions and Use.

a. The Premises shall be used solely for the operation of a Denny's restaurant. Any improvements to the Premises shall be at the sole expense of Tenant. Tenant shall not make any alterations or additions costing in the aggregate more than twenty thousand dollars (\$20,000.00) within any consecutive twelve (12) month period or make any structural alterations without first obtaining the written consent of Landlord, as provided below subject to any additional requirements for approval under the Master Lease. Tenant shall give Landlord at least thirty (30) days notice of any alterations or additions so that Landlord shall have the opportunity to post a notice of non-responsibility, as may be provided for by local law.

i. In the event Tenant desires to make any modifications or improvements to the Premises or desires to undertake any act for which permits, approvals, or the equivalent are required by a governmental agency (Permits), Tenant shall first obtain, at Tenant's sole cost and expense, the necessary Permits from the appropriate governmental agency for any such modification, improvement, or undertaking, whether or not Landlord's written approval must be obtained.

ii. Tenant shall be solely responsible for obtaining all such Permits and shall be solely responsible and liable for Tenant's failure to comply with any rules, laws, ordinances or other legal requirements pertaining to work performed at the Premises. Tenant shall also be solely responsible for obtaining any construction plans, drawings and other documentation necessary to perform such alterations or additions. Tenant expressly agrees that neither Landlord nor Master Landlord shall bear any responsibility or liability resulting from Tenant's failure to comply with any legal requirements applicable to its construction.

Tenant shall comply at its expense with all requirements set forth in the Americans with Disabilities Act of 1990 (ADA), Title III, relating to design, renovation, alteration or construction of the Premises. Tenant shall indemnify and hold Landlord harmless from and against any losses, costs, damages or claims of any kind arising out of or in connection with compliance with the ADA. As part of any alterations, remodeling or reimagining of the Premises, Tenant shall include in the scope of work all work required by the ADA, and shall provide to Landlord certifications of appropriate professionals that the design and work satisfy ADA requirements.

iii. Landlord shall not grant its written approval of such alteration or addition until Tenant provides documentation to Landlord sufficient to establish, to the reasonable satisfaction of Landlord and Master Landlord, if required under the Master Lease, that Tenant has the financial resources to complete such modification, improvement or undertaking.

iv. Landlord's review and approval of any materials provided by Tenant pursuant to this Article does not constitute an admission that the proposed work complies with law or accepted standards in the trade.

b. Tenant shall promptly pay, when due, all claims for work and materials furnished in connection with any remodeling or repair of the Premises or any personal property situated thereon or therein, and Tenant shall not permit any liens or encumbrances, including liens for utilities, to attach to the Premises; and further, Tenant agrees to indemnify Landlord and Master Landlord against loss from the same. Landlord may require Tenant to provide Landlord, at Tenant's sole cost and expense, a lien and completion bond in an amount equal to any and all estimated costs to insure Landlord against any liability for mechanic's and materialmen's liens and to ensure completion of the work, or evidence that Tenant has obtained bids from licensed contractors and has deposited in banking institutions a sum equal to any and all estimated costs (including architect's and consultant's fees) of any repairs, improvements, additions or alterations to or upon the Premises. If Tenant fails to keep all or any part of the Premises free from liens, then, in addition to any other rights and remedies available to Landlord, Landlord may take any action necessary to discharge such liens, including, but not limited to, payment to the claimant on whose behalf the lien was filed without investigation of the merits of claim. Tenant shall indemnify Landlord for, and hold Landlord harmless from and against, all liabilities so incurred by Landlord, without regard to any defense or offset that Tenant may have had against the claimant. Any such sums so advanced shall be deemed Additional Rent and shall be immediately due and payable upon demand. Interest on any such sums shall accrue from date paid by Landlord until paid by Tenant at the lesser rate of fifteen percent (15%) per year or the maximum rate allowable by law.

c. Before commencement of any repair, remodeling, reconstruction, alteration or addition to the Premises, Tenant or Tenant's general contractor shall procure, maintain in force, and provide satisfactory evidence to Landlord of, workers' compensation insurance and builder's risk insurance covering improvements in place and all material, labor and equipment at the Premises furnished under contract to Tenant. Such insurance shall remain in force through completion of such activity.

d. Tenant's alterations or additions shall be performed in a good and workmanlike manner and shall be expediently completed in compliance with all applicable laws, ordinances, orders, rules, regulations and requirements.

e. Upon completion of any such alterations, Tenant shall provide Landlord, at no cost or expense to Landlord, with "as built" plans, copies of all construction contracts and proof of payment for all labor and materials.

f. The Premises shall not be maintained as, nor shall they be allowed to become, a public or private nuisance.

g. Upon any termination or expiration of the Lease, Tenant shall surrender and abandon without encumbrances or further payment all rights in leasehold improvements, whether purchased or acquired by Tenant from Landlord or its affiliates, or separately altered, purchased or made by Tenant. This shall not prevent Landlord or Master Landlord from conditioning approval of any alterations on a requirement that such alterations be removed or that the Premises be restored to their condition prior to such alterations, with such work to be completed by Tenant at its sole expense before the termination or expiration of the Lease.

11. Maintenance and Repair.

Tenant acknowledges that it has inspected the Premises and the Equipment and accepts the same in its "AS IS" condition at the Commencement Date. Tenant shall, at Tenant's own expense perform the maintenance obligations and make any and all repairs to the Premises and the Equipment: (1) which are required by any law now or hereafter affecting the Premises or Equipment; (2) which are required pursuant

to the terms of any franchise agreement for the Premises; or (3) which Landlord reasonably believes are required to be made by Landlord as Tenant under the Master Lease. If Tenant fails to maintain and repair the Premises, Landlord may, on five (5) days prior notice, enter the Premises and perform such repair and maintenance on behalf of Tenant. However, in case of an emergency, Landlord shall have immediate rights to enter the Premises and to perform such repair. In either case, Tenant shall reimburse Landlord for all costs so incurred immediately upon demand. It is the intention of Landlord and Tenant that, at all times during the Lease term and any extensions, Tenant shall maintain the Premises and the Equipment in an attractive, first-class and fully operative condition. Landlord shall have no responsibility to repair, maintain or replace any portion of the Premises or the Equipment at any time. Tenant waives the benefit of any present or future laws which might give Tenant the right to repair the Premises or the Equipment at Landlord's expense or to terminate the Lease due to the condition of the Premises or the Equipment. Tenant shall not commit any waste.

Tenant shall not remove or permit the removal of any of the fixtures from the Premises unless other fixtures, property or equipment at least equal in value and utility shall be promptly substituted for the same. All such substituted fixtures, property, or equipment shall immediately and automatically become the property of Landlord as if such substituted fixtures, property, and equipment had been originally located or installed in the Premises as of the date of possession of the Premises by Tenant.

12. Condemnation.

If title or possession to the whole or part of the Premises shall be taken by eminent domain, and the Master Lease shall terminate by reason thereof, this Lease shall likewise terminate, and all payments required hereunder shall be prorated to the date of such termination. If the Master Lease is not terminated, then this Lease shall continue and the Minimum Rent shall be reduced in the same amount as the Minimum Rent under the Master Lease. Any award to the Tenant shall belong to and be paid to Landlord, including any amount attributable to any leasehold interest, except that Tenant shall receive from the award a sum, if any, allocated for damage, destruction or taking of Tenant's furniture, trade fixtures or equipment; provided, however, that Tenant is not in default hereunder. Tenant may also pursue and retain any award from the condemning authority, payable solely and specifically to Tenant for the loss of Tenant's business.

13. Assignment and Lease.

a. Tenant shall not assign this Lease, license or permit the use of all or any portion of the Premises by anyone other than Tenant without the prior written consent of Landlord, and any assignment or subletting shall be done only in connection with an assignment or transfer by Tenant of Tenant's rights under a franchise agreement for the Premises. Any assignment or sublease shall be subject to all the terms of this Lease and the Master Lease. The consent by Landlord to one assignment or subletting shall not be deemed to be consent to any subsequent assignment or subletting.

b. Notwithstanding the granting of Landlord's consent, no sale, conveyance mortgage, pledge, subletting, assignment or other transfer or encumbrance of this Lease or the Premises shall release or alter Tenant's primary liability to pay rent and perform all of its other obligations. No such sublease or assignment shall reduce any obligations of Tenant, which shall continue in full force and effect as the obligations of a principal and not of a guarantor or surety, to the same extent as though no assignment or sublease had been made. The acceptance of rent by Landlord from any person other than Tenant shall not be a waiver by Landlord of any provision of this Agreement. If any assignee or subtenant of Tenant defaults in the performance of any of the terms hereof, Landlord may proceed directly against Tenant without proceeding against or exhausting its remedies against the assignee, subtenant or successor.

c. In the event Tenant becomes bankrupt or insolvent or makes an assignment for the benefit of creditors, or in the event of an assignment by operation of law, this Lease may be terminated at the option of Landlord.

d. If Landlord consents to any sublease, Tenant shall pay to Landlord as supplemental rent an amount equal to seventy-five percent (75%) of the amount by which the sublease rental exceeds the rent payable hereunder, throughout the sublease term. In computing this amount, the sublease rental shall include all rents, charges and other consideration paid or payable to Tenant under the terms of the sublease and any collateral agreements, and sums paid or payable by the assignee or subtenant for the purchase or rental of all of Tenant's property. Any assignment or sublease shall be for the entire Premises, and in no event will Landlord approve any assignment or subleasing of a portion of the Premises. Supplemental rent shall be paid by Tenant to Landlord when received by Tenant, or, at Landlord's option, on written notice to the subtenant, Landlord may collect all of any portion of this supplemental rent directly from the subtenant. Landlord's acceptance or collection of such supplemental rent will not be deemed to be a consent to any assignment or subletting or a cure of any default under any Section of this Lease.

e. In the event Landlord is requested to review any documentation pertaining to a proposed assignment or subletting by the Tenant, Tenant agrees to reimburse Landlord the reasonable administrative expense incurred by Landlord for such review, in the amount of two hundred fifty dollars (\$250.00) per request. Such payments are due in advance upon Tenant's request for approval of assignment or subletting.

f. If Tenant desires to transfer or assign all or any part of its rights, privileges and interest in this Lease or to sublease the Premises, Tenant shall notify Landlord in writing. This notice shall be accompanied by (i) a statement setting forth the name and business of the proposed assignee or subtenant; (ii) a copy of the proposed assignment or sublease and any collateral agreements setting forth all the terms and financial details of the sublease or assignment; (iii) financial statements certified by an independent certified public accountant; (iv) a certification executed by the proposed assignee or subtenant that it has been represented by counsel who has advised the proposed assignee or subtenant of the legal effect of the proposed transaction; (v) evidence satisfactory to Landlord that the proposed assignee or subtenant has the present and prospective ability to fully perform the terms and conditions of the Lease; and (vi) any other information concerning the proposed assignment or sublease which Landlord may reasonably request.

g. If Tenant is a corporation or if this Lease is assigned to a corporation, an assignment of this Lease will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of any one class of outstanding capital stock or voting power of such corporation has been sold, transferred, pledged or assigned to persons or entities other than the original shareholders of the corporation at the time the corporation acquired the lease. If Tenant is a general partnership or if this Lease is assigned to a general partnership, an assignment of this Lease will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of all partnership interests have been sold, transferred, pledged or assigned to other than the original partners who entered into this Lease or obtained an assignment of this Lease. If Tenant is a limited partnership or if this Lease is assigned to a limited partnership, an assignment of this Lease will be deemed to have occurred when the partnership interests of one or more general partners have been sold, transferred, pledged or assigned to other than the original general partners who entered into this Lease or obtained an assignment of this Lease on behalf of the limited partnership. If Tenant is a limited liability company or if this Lease is assigned to a limited liability company, an assignment of this Lease will be deemed to have occurred when in the aggregate twenty-five percent (25%) or more of the membership shares of such limited liability company have been sold, transferred, pledged, or assigned to persons or entities other than the original members of the limited liability company at the time the limited liability company acquired the lease. All transfers of ownership in an entity tenant, even if less than twenty-five percent (25%), shall be immediately reported by Tenant to the Landlord.

14. Lease Subject to Master Lease Covenants.

In addition to the terms, conditions and provisions of this Lease, Tenant understands and agrees that this Lease is subject to each and all of the terms, conditions and provisions of the Master Lease and of the rights of Master Landlord. Except as expressly provided in the Lease, Tenant assumes all obligations

of Landlord under the Master Lease and the provisions of the Master Lease shall be supplemental to and in addition to the terms hereof. In the event of any inconsistency between the terms of the Lease and the Master Lease, the Lease shall govern.

Landlord covenants and agrees that if Tenant shall perform all the covenants and agreements provided for in this Lease and the Master Lease, Tenant shall have the peaceful and quiet enjoyment and possession of the Premises without any manner of interference or hindrance from Landlord or any person or persons lawfully claiming the Premises, but subject to all title matters of record.

15. Security Deposit.

a. Tenant shall pay to Landlord, simultaneously with the execution hereof, a sum equal to four (4) times the minimum weekly rental as provided under Article 3.a. as a security deposit. Should default occur in the payment of any rent or other amount payable under the Lease when due or should any of the terms, conditions or provisions of this Lease be breached or should the Premises be vacated or abandoned, Landlord, may, in addition to its rights and remedies set forth in this Lease or at law, apply this security deposit, or any part thereof, to damages incurred by Landlord as a result of any default by Tenant. If any portion of the security deposit is used or applied, Tenant shall, within five (5) days after written demand therefor, deposit cash with Landlord in an amount sufficient to restore the security deposit to twice the previous amount. Tenant's failure to do so shall be a material default under this Lease. Landlord shall not be required to keep the security deposit separate from its general funds, and no trust relationship is created with respect to the security deposit. Tenant shall not be entitled to receive interest on the security deposit. If there is no current outstanding breach or default, the security deposit shall be returned to Tenant or to Tenant's assignee or designee within thirty (30) days after the end of the Lease term, or any extension thereof.

b. In the event Tenant subsequently subleases, assigns, or relinquishes control of the Premises to a party not a signatory hereto, or to an entity in which Tenant has, or maintains, less than a seventy-five percent (75%) interest, Landlord reserves the right to require an additional security deposit in an amount not to exceed twice the original security deposit, effective upon the date of such transfer.

c. During the full effective term hereof, as additional security for Tenant's performance of the terms and provisions of this Lease, Tenant hereby grants to Landlord as security interest in and to the furniture, fixtures, equipment, signs and wares, now owned or hereafter acquired, located in or upon the Premises. The grant of such security interest shall be evidenced by a security agreement (Security Agreement) executed by Tenant in a form acceptable to Landlord. From time to time during the full effective term hereof, Tenant shall execute and deliver to Landlord such documents as Landlord requires to provide notice of the Security Agreement, including, but not limited to, UCC Financing Statements.

16. Landlord's Rights Upon Default.

In the event Tenant: (1) defaults in the payment of any rent or other amounts payable by Tenant when due by failure to pay such amounts within five (5) days after delivery of notice pursuant to this Lease that such amounts are overdue; (2) violates any of the other terms, conditions or provisions of this Lease; (3) vacates or abandons the Premises; or (4) defaults under the terms of a franchise agreement for the Premises or any other agreement between Landlord, its subsidiaries, parent company or affiliates, and Tenant, including, without limitation, any purchase agreement, promissory note or security agreement which has been executed by Tenant in favor of any of such parties; then Landlord may, at its option, at any time after the expiration of five (5) days following the delivery of notice to Tenant and Tenant's failure to cure such default within such cure period: (1) re-enter and take possession of the Premises; (2) remove Tenant's property; (3) relet the Premises or any part on such terms, conditions and rentals as Landlord may deem proper; and (4) at Landlord's option, either terminate or cancel this Lease or apply the proceeds that may be obtained from said reletting, after deduction of costs and expenses, to the rent due under this Lease and hold Tenant liable for the balance of any rent due. The rights of Landlord are in addition to any rights

Landlord or its affiliates may have under the Master Lease, franchise agreement, any purchase agreement or promissory note. This Section is intended to be cumulative with respect to Landlord's rights and shall in no way limit Landlord's remedies at law or in equity.

17. Landlord's Right to Enter and Reserved Rights.

Landlord and its authorized representatives shall have the right to enter the Premises at all reasonable times to determine whether the Premises are in good condition and whether Tenant is complying with its obligations under this Lease.

Landlord shall have the right to immediately enter and safeguard the Premises in the event of abandonment by Tenant. No entry or taking of possession of the Premises by Landlord shall be construed as an election to terminate this Lease unless a written notice of such intention is given to Tenant.

Landlord reserves the right to make such other use of the Premises as it reasonably determines will not adversely affect Tenant's ability to operate a restaurant. Landlord may install or grant licenses, easements or subleases for the installation of ancillary structures such as signs, billboards, antennas, cellular relay equipment, utility transmission equipment and other infrastructure. Such structures shall not interfere with access to the restaurant or with the visibility of Tenant's signs. Such use shall be without payment to Tenant, but Landlord shall be solely responsible for any costs related to its use, including without limitation development and permit costs, utilities, and any ad valorem taxes on personal property or fixtures which Tenant has no rights to use. There shall be no adjustment of real property taxes.

18. Legal Expenses.

In the event either party brings an action against the other by reason of the alleged breach of any term, covenant or condition of this Lease, the prevailing party shall be entitled to recover from the other party all legal expenses, including reasonable attorney's fees, in an amount to be fixed by the court rendering such judgment. The foregoing provision notwithstanding, in the event Tenant shall be in default under this Lease, and shall cure such default after notice by Landlord pursuant to this Lease, then all reasonable attorney's fees incurred by Landlord as a result of such default shall be paid by Tenant. Such attorney's fees shall be added to the subsequent Minimum Rent as Additional Rent. Tenant shall reimburse Landlord, upon demand, for any costs or expenses incurred by Landlord in connection with any breach by or default of Tenant under this Lease, whether or not suit is commenced or judgment entered. Such costs shall include legal fees and costs incurred for the negotiation of a settlement, enforcement of rights or otherwise. Tenant shall also indemnify Landlord for, and hold Landlord harmless from and against, all liabilities incurred by Landlord if Landlord becomes or is made a party to any proceeding claim or action instituted: (1) by Tenant; (2) by any third party against Tenant; (3) by or against any person holding any interest under Tenant or using the Premises by license of or agreement with Tenant; (4) for foreclosure of any lien for labor or material furnished to or for Tenant or such other person; or (5) otherwise arising out of or resulting from any act or omission of Tenant or such other person.

19. Late Charge.

Tenant's failure to promptly pay rent or any other amount due may cause Landlord to incur unanticipated costs. The exact amount of such costs are impractical or extremely difficult to ascertain. Such costs may include, but are not limited to, processing and accounting charges and late charges which may be imposed on Landlord. Tenant agrees to pay to Landlord, in addition to interest as provided in this Lease, as Additional Rent, a separate late charge in the amount of one hundred fifty dollars (\$150.00) for each time Tenant fails to pay to Landlord any amounts due within five (5) days after notice is given pursuant to this Lease. Any such late charge shall then immediately be due and payable to Landlord. The parties agree that such late charge represents a fair and reasonable estimate of the costs Landlord will incur by reason of such late payment. Acceptance of the late charges by Landlord shall not constitute a waiver. However, interest shall not be payable on late charges.

20. Waiver.

The waiver by either party of any breach, term, covenant, or condition of this Lease to be performed by the other shall not be deemed to be a waiver of any subsequent breach, term, covenant or condition. No statement on a payment check from Tenant or in a letter accompanying a payment check shall be binding on Landlord.

21. Estoppel Certificate.

Tenant shall, at any time and from time to time, within five (5) calendar days following written notice by Landlord, execute, acknowledge and deliver to Landlord, without charge, a written statement certifying that this Lease is unmodified and in full force and effect, or, if there have been modifications, that the Lease is in full force and effect as modified and stating the modifications, the dates to which the rent and any other payments made pursuant to the terms of this Lease have been paid in advance, if any, and stating whether or not the Landlord is currently in default, or if conditions exist which would mature, by the mere passage of time, into an incident of default, in the performance of any term, covenant, condition or agreement contained in this Lease, and, if so, identifying with specificity any and all such defaults. If Tenant fails to execute and deliver an estoppel certificate, Landlord's representations concerning the factual matters covered by such estoppel certificate, as described above, shall be conclusively presumed to be correct and binding on Tenant.

22. Notices.

All notices, demands, and other communications to be given or delivered under or by reason of the provisions of this Lease, shall be in writing and shall be deemed to have been given when personally delivered, delivered by overnight courier, or mailed by registered or certified mail, postage prepaid, return receipt requested. Notices, demands, and communications to the parties shall, unless another address is specified in writing, be sent to the address below:

If to Landlord: **DENNY'S, INC.**
Attn: Property Management Dept.
203 E. Main Street
Spartanburg, SC 29319

With a copy to: **DENNY'S, INC.**
Attn: Legal Department
203 E. Main Street
Spartanburg, SC 29319

If to Tenant: _____

23. Time of the Essence.

Time is of the essence as to each and every provision of this Lease.

24. Invalidity of Provisions.

If any term or provision of this Lease shall, to any extent, be invalid or unenforceable, the remainder of this Lease shall not be affected.

25. Failure to Act.

In the event Tenant fails to take any action required or to perform any of its obligations, Landlord may do so, but at the sole cost and expense of Tenant, and such cost shall be considered as Additional Rent. Interest on any such sums expended by Landlord shall accrue from the date paid by Landlord until paid by Tenant at the lesser rate of fifteen percent (15%) per year or the maximum rate allowable by law.

26. Plans and Data.

Any plans, data or other information concerning the Premises, furniture, fixtures, equipment or other property made available to Tenant by Landlord or Landlord's representatives are provided to Tenant with no representations or warranties whatsoever. Landlord assumes no responsibility for such items and Tenant assumes all risks in connection with their use.

27. Headings and Titles.

The marginal headings or titles to the sections of this Lease are not a part of this Lease and shall have no effect upon the construction or interpretation of any part of this Lease.

28. Governing Law and Jurisdiction.

This Lease shall be construed according to and governed by the laws of the state in which the Premises are located. Tenant irrevocably consents to the jurisdiction of such court and waives any objection Tenant may have to either jurisdiction or venue of such court.

29. Additional Terms.

a. Notwithstanding anything to the contrary in this Lease, if Tenant, or any proposed transferee of Tenant, claims that Landlord has unreasonably withheld or delayed its consent under this Lease, or otherwise has acted unreasonably, their sole remedies shall be declaratory judgment and an injunction for the relief sought without any monetary damages, and Tenant waives all other remedies on its own behalf and, to the extent permitted under all laws, on behalf of Tenant's proposed transferee.

b. No merger shall result from Tenant's sublease of the Premises, Tenant's surrender of this Lease or any termination of this Lease in any other manner. In any such event, Landlord may terminate any or all subtenancies or succeed to the interest of Tenant as sublandlord.

c. All parties signing this Lease as Tenant shall be jointly and severally liable for all obligations of Tenant.

d. Nothing contained in this Lease shall be deemed or construed to create the relationship of principal and agent or of partnership or of joint venture or of any association between Landlord or Tenant, and neither the method of computation of rent, nor any other provisions contained in this Lease, nor any acts of the parties shall be deemed to create any relationship between Landlord and Tenant, other than the relationship of Landlord and Tenant.

e. Tenant waives any and all rights of redemption granted by or under any laws if Tenant is evicted or dispossessed for any cause, or if Landlord obtains possession of the Premises by reason of the violation of Tenant of any of the terms, covenants or conditions of this Lease, or otherwise.

f. In the event Tenant, its parent, affiliate, or subsidiary, or any entity in which Tenant or any officer, director, or shareholder or any combination of such persons has a controlling interest, or any entity controlled by a member of the immediate family of any officer, director or shareholder of Tenant acquires

the fee interest of the Premises prior to expiration of the then current term of the Lease, then upon such acquisition, the Lease shall terminate at the election of the Landlord. Upon termination of the Lease, the parties shall promptly, without cost or expense to Landlord, (i) execute all necessary documents to record the Lease termination; (ii) prorate all rent, taxes, insurance and all other charges payable under the Lease, except that, if rent under this Lease is greater than rent under the Master Lease, Landlord shall be entitled to receive the difference in the rental amounts computed through the end of the term of this Lease and (iii) enter into a general mutual release of any claims arising out of the Lease.

g. If Tenant is a legal entity, Landlord may require, as a condition to the effectiveness hereof, the written guarantee and assumption of Tenant's obligations hereunder by the principal officers, members, directors, any or all shareholders or trustees, or some other natural persons associated with Tenant.

h. Tenant Certifies that:

(i) It is not acting, directly or indirectly, for or on behalf of any person, group, entity, or nation named by any Executive Order or the United States Treasury Department as a terrorist, "Specially Designated National and Blocked Person," or other banned or blocked person, entity, nation, or transaction pursuant to any law, order, rule, or regulation that is enforced or administered by the Office of Foreign Assets Control; and (ii) It is not engaged in this transaction, directly or indirectly on behalf of, or instigating or facilitating this transaction, directly or indirectly on behalf of, any such person, group, entity, or nation. Tenant hereby agrees to defend, indemnify, and hold harmless Landlord from and against any and all claims, damages, losses, risks, liabilities, and expenses (including attorney's fees and costs) arising from or related to any breach of the foregoing certification.

30. Counterparts.

This Lease may be executed in counterparts and each such counterpart shall be deemed to be an original.

[REMAINDER OF PAGE LEFT BLANK INTENTIONALLY. SIGNATURES APPEAR ON NEXT PAGE.]

Unit _____

IN WITNESS WHEREOF, the parties have executed this Lease as of the day and year first above written. Attached to this Lease agreement is Exhibit A, Personal Guarantee of Lease.

LANDLORD:
DENNY'S, INC.,
a Florida corporation

TENANT:

By: _____

By: _____

Its: _____

Its: _____

PERSONAL GUARANTEE OF SUBLEASE

Guarantor hereby unconditionally guarantees the full performance of, and expressly agrees to adopt and be bound by, each and all of the terms, covenants and conditions of that certain Sublease dated _____, 20__ (Lease) between **DENNY'S, INC.** (Landlord) and _____ (Tenant). Guarantor further agrees as follows:

1. This guarantee will continue unchanged by any bankruptcy, reorganization or insolvency of Tenant or by any disaffirmance or abandonment by a trustee of Tenant.

2. This covenant and agreement on the part of the undersigned shall continue in favor of Landlord notwithstanding any extension, modification or alteration of the Lease entered into by and between the parties thereto, or their successors or assigns, and no extension, modification, alteration or assignment of the Lease shall in any manner release or discharge Guarantor and Guarantor does hereby consent thereto.

3. The liability of Guarantor under this guarantee shall be primary and in any right of action which shall accrue to Landlord under the Lease, Landlord may, at its option, proceed against the undersigned without having commenced any action or having obtained any judgment against Tenant.

4. Guarantor shall pay Landlord's reasonable attorneys' fees and all costs and other expenses incurred in any collection or attempted collection or in any negotiations relative to the obligations hereby guaranteed or enforcing this guarantee against Guarantor, individually and jointly.

5. Guarantor hereby waives notice of any demand by Landlord as well as any notice of default in the payment of rent or any other amounts contained or reserved in the Lease.

6. Guarantor acknowledges that he may receive confidential information from the Landlord, or an affiliate of the Landlord, in the form of formulae, recipes, processes, products, techniques, know-how and other proprietary information (collectively referred to as the "Confidential Information"). Guarantor acknowledges and agrees that at all times and in all respects, the Confidential Information is a trade secret of the Landlord and its affiliate. Further, Guarantor agrees:

a. to maintain fully and strictly the secrecy of all the Confidential Information and to exercise the highest degree of diligence in safeguarding the Confidential Information during and after the term of this guarantee.

b. that the ownership of all of Denny's intellectual property and the Confidential Information is and shall remain vested solely in the Landlord and affiliate.

7. Guarantor agrees that he shall neither directly nor indirectly own, operate, control or have any financial interest in any coffee shop or family style restaurant business or any other business which would be in competition with the business of the Restaurant subject to the Franchise Agreement, the Landlord, or any subsidiary, franchisee or affiliate thereof, without the prior written consent of the Company. This applies to businesses wherever located which are of the same type as Denny's, as reasonably determined by Landlord, not just businesses which actually compete with the Restaurant or any specific Denny's. In addition, Guarantor covenants that, except as otherwise approved in writing by the Landlord, Guarantor shall not, for a continuous, uninterrupted period commencing upon the expiration or termination of this guarantee regardless of the cause for termination, and continuing for two (2) years thereafter, either directly or indirectly, for himself, or through or on behalf of, or in conjunction with any person, partnership or corporation, own, operate, control, or have any financial interest in any coffee shop or family style restaurant business which is substantially similar to the franchised business and which is located within a radius of fifteen (15) miles of the location of the Restaurant. The foregoing shall not apply to operation of

Unit _____

a Denny's restaurant by Guarantor pursuant to a franchise agreement with the Landlord's affiliate or ownership by Guarantor of less than five percent (5%) of the issued or outstanding stock of any company whose shares are listed for trading on any public exchange or on the over-the-counter market; provided that Guarantor does not control any such company.

This non-compete provision applies to Guarantor, and his/her spouse, as well as to children of Guarantor if such child: (a) owns any portion of Franchisee or the Restaurant; (b) works in the Restaurant or is employed by Franchisee; or (c) has access to any Confidential Information. If Guarantor completely divests his interest in Denny's franchised restaurants in accordance with Franchise Agreement Section 17 to an approved buyer, then this non-compete provision will no longer apply to Guarantor and his family members.

The use of the singular herein shall include the plural. The obligations of two or more parties shall be joint and several. The terms and provisions of this guarantee shall be binding upon and inure to the benefit of the respective successors and assigns of the parties herein named.

IN WITNESS WHEREOF, Guarantor executed this guarantee on _____, 20__.

Exhibit A

EXHIBIT I

H2.0 DEVELOPMENT AGREEMENT

DFO, LLC

H2.-0 DA (Development Agreement)

DFO, LLC H2.0-DA (Development Agreement)

THIS H2.0-DA (Development Agreement) ("**Agreement**") is made and entered into on _____, by and between **DFO, LLC, a Delaware limited liability company** with its principal offices in Spartanburg, South Carolina ("**Denny's**"), and _____ with its principal office in _____ ("**Developer**").

RECITALS

1. Denny's is engaged in the business of franchising others to operate family restaurants (the "Denny's System").
2. Developer represents that it is experienced in and has independent knowledge of the nature and specifics of the restaurant business as well as the development of retail real estate in the areas under consideration. Developer represents that in entering into this Agreement it has relied solely on its personal knowledge and has not relied on any representations of Denny's or any of its members or their respective officers, directors, employees or agents, except those representations contained in any legally required disclosure document delivered to Developer.
3. Developer desires to obtain development rights from Denny's for target sites ("Locations") specified in Exhibit A.
4. Denny's is willing to grant the exclusive right to Developer to develop full-service Denny's restaurants for the Locations upon the terms and conditions contained in this Agreement.
5. Developer agrees to build and open new Denny's restaurants according to the Development Schedule attached to and incorporated into this agreement as Exhibit B ("Schedule"). This commitment is the consideration for the reduced fees granted by Denny's.

NOW THEREFORE, in consideration of the parties' covenants and obligations they agree:

1. DEVELOPMENT RIGHTS IN TERRITORY. During the term of this Agreement, and subject to strict compliance with the Schedule and the limitations set forth in Section 2, Developer has the exclusive right to develop and open full-service Denny's restaurants at the Locations.

Sites which have been approved for development by Denny's, Inc. as company restaurants or by other franchisees are identified on Exhibit D. Despite any description of any Location in any of the formats listed above or otherwise, Locations do not include, and Developer has no rights to, the trade areas for each of the locations on Exhibit D, as Denny's may determine those trade areas from time to time.

Existing Denny's restaurants, either owned by Denny's or owned by another franchisee, can be relocated within their trade area upon approval by Denny's. Such relocation will have priority over any rights of development under this Agreement. Such relocation will not be a violation of Developer's exclusive territory granted hereunder ("Territory").

Reopening a closed restaurant within its former trade area upon approval by Denny's will not be a violation of Developer's exclusive Territory.

Establishing a Denny's restaurant outside, but in close proximity to the Territory or trade area, will not be a violation of Developer's exclusive Territory.

2. DEVELOPMENT RIGHTS.

2.1 Developer must open each restaurant by the exact dates set forth on the Schedule. Should Developer at any time close any restaurant on the Schedule (which is permitted only after approval by Denny's), then Developer's development commitment will be increased by one restaurant for each restaurant closed. The replacement restaurant must open within one year of any closure.

2.2 All restaurants developed under this Agreement must be duly licensed through individual Denny's Franchise Agreements ("Franchise Agreement"). Developer will execute Denny's then current Franchise Agreement in use at the time of execution for each restaurant developed under this Agreement. So long as Developer complies with this Agreement, both as to the Schedule and other requirements, it is entitled to the reduced fees set forth on the Schedule. For each restaurant Developer opens according to Exhibit B, Developer will pay the following Royalty Fees and Brand Building Fee:

Fee	Year 1	Year 2	Year 3	Year 4	Year 5	Years 6 - 20
Royalty Fee	1.5%	2%	2.5%	3.5%	4%	4.5%
Brand Building	1%	1.5%	2%	2%	2.5%	3%

Otherwise the fees, Royalty Fee, and other required payments are as set forth in new Franchise Agreements outside the H2.0-DA program. Execution of the Franchise Agreement must be completed promptly after site approval and before construction starts for each site as set forth on the Schedule. Required fees, including without limitation training fees, will be paid in a timely manner as provided in the Franchise Agreement.

2.3 When this Agreement is executed, Developer must satisfy Denny's criteria for existing franchisees to develop new restaurants. (See Exhibit C) Thereafter, so long as Developer complies with this Agreement, Denny's will conduct an annual review throughout the term of this Agreement during the quarter of the anniversary date of the Agreement. The Developer must maintain its Heritage Development Incentive approved status on the basis of the review as well as comply with other continuing requirements of this Agreement, set forth below, some of which are based on Developer's other agreements with Denny's and its affiliates being in good standing. Developer will provide Denny's with current information pertaining to Developer's financial condition at any time upon Denny's request.

2.4 Except as expressly set forth in this Agreement, Developer must comply with all general requirements for obtaining a franchise and opening a new restaurant. These include without limitation submitting complete site preview requests and site packages; scheduling, paying for and completing New Restaurant Opening training; and managing encroachment. Denny's has absolute discretion to approve any site proposed by Developer.

2.5 Denny's retains the right to:

a. Open and operate or franchise or license others to open and operate new concept units at any Location. New concepts may appear as a standalone restaurant, as a separate space within a full-service Denny's, or in non-traditional locations, including without limitation those described below.

b. Open and operate either full service or new concept Denny's restaurants or franchise or license others to open and operate either full-service or new concept Denny's restaurants, at all universities, colleges, hospitals, municipal facilities, public transportation facilities, travel plazas, shopping malls, within retail stores, and similar locations of a "non-standard" nature, regardless of location.

c. Open and operate or franchise or license others to open and operate non-standard Denny's restaurants near any Location under the Denny's System (e.g., within retail stores, travel plazas, hotel or motel chains, etc.)

d. Open and operate, or franchise or license others to open and operate Denny's restaurants at locations acquired by Denny's or its affiliates as part of multi-site transactions on or after the date of this Agreement; and

e. establish Denny's restaurants in close proximity to any Location if Denny's determines that a restaurant can still be located at or near the Location in a manner that would be approved under Denny's encroachment policies from time to time.

2.6 The purpose of this Agreement is to promote predictable, periodic, orderly, incremental growth within the Denny's System. The acquisition of existing Denny's restaurants by Developer does not represent incremental growth and, therefore, does not satisfy the terms of this Agreement pertaining to development. The construction of new buildings in developing trade areas is preferred over the conversion of older buildings. No credit will be given for the development of Denny's restaurants outside the trade area for any Location (without prior written approval from Denny's), regardless of the fact that Developer may, upon proper application, obtain a Franchise Agreement for any such development. No credit will be given for any site previously approved for Developer or its affiliates.

3. HERITAGE DEVELOPMENT INCENTIVE INITIAL FRANCHISE FEE. Developer will pay to Denny's an initial franchise fee equal to **THIRTY Thousand Dollars (\$30,000) for the first restaurant listed on Exhibit B**, in immediately available funds upon execution of this Agreement. This fee is not refundable. If this Agreement is terminated, including pursuant to Section 9 or 10 below, the fee, or any unused portion thereof, will be forfeited to Denny's.

Upon execution of each Franchise Agreement, Developer will pay an initial franchise fee equal to THIRTY Thousand Dollars (\$30,000). So long as Developer complies with this Agreement, both as to the Schedule and other requirements, the initial franchise fee collected with this Agreement shall be applied to the first initial franchise fee due for the first restaurant under this Agreement. For example, if this Agreement contains three locations, Developer would pay \$30,000 upon execution of this Agreement, which will be applied toward the first restaurant. Developer will then pay \$30,000 initial franchise fee for each the second and third Franchise Agreements.

For any restaurant Developer opens at least sixty (60) days before the due date on Exhibit B, Denny's will credit Developer's franchise finance account TEN Thousand Dollars (\$10,000). The credit will be applied toward the Royalty Fee, Brand Building, and other fees Developers owes Denny's under its franchise agreements.

4. TERM OF H2.0-DA. This Agreement will be effective on the date set forth above. The order of sites on Exhibit B is not binding unless so indicated, and Developer may choose the order in which it develops specific Locations. Developer may work on more than one Location at a time; however, restaurant openings need to be staggered at least ninety (90) days apart, unless specially approved by Denny's. Unless terminated pursuant to Section 9 below, this Agreement will expire upon the opening of the last restaurant listed in the Schedule.

5. TERRITORY CONFLICTS.

5.1 Any continued operation or relocation within its trade area of a restaurant operated (by Denny's or by a franchisee or licensee of Denny's) near any Location on or before the date of this Agreement or set forth on Exhibit D is not a breach of this Agreement.

5.2 The rights granted Developer in this Agreement are subject to any prior territorial rights of other franchisees or licensees which may now exist near any Location, whether or not sites are identified on Exhibit D or those rights are currently being enforced. In the event of a conflict in territorial rights, whether under a franchise agreement, other agreement, HDI, or MGIP, the earlier in time will prevail. Developer may negotiate with any entity which claims territorial rights adverse to the rights granted under this Agreement for the assignment of those prior territorial rights. For this purpose, Denny's agrees to

approve any such assignment not in conflict with the other terms of this Agreement subject to the conditions of any franchise agreements involved and current policies pertaining to assignments, including, but not limited to, satisfaction all obligations to Denny's and its affiliates.

5.3 Denny's may notify Developer at any time that Denny's determines that there is a low probability of an approvable site near any Location, at which point the Location will be removed from this Agreement.

6. PROPRIETARY RIGHTS OF DENNY'S.

6.1 Developer expressly acknowledges Denny's exclusive right, title, and interest in and to the trade name, service mark, and trademark "Denny's", and such other trade name, service marks, and trademarks which are designated as part of the Denny's System (the "Marks"), Developer agrees not to represent in any manner that Developer has any ownership in Denny's Marks. This Agreement is not a Franchise Agreement, license, or master or area development agreement. Developer further agrees that its use of the Marks does not create in its favor any right, title, or interest in or to Denny's Marks, but that all of such use inures to the benefit of Denny's. Developer has no rights to the Marks except to the degree specifically granted by the individual Franchise Agreements. Building designs and specifications, color schemes and combinations, sign design specifications, and interior buildings layouts (including equipment, equipment specification, equipment layouts, and interior color schemes and combinations) are acknowledged by Developer to comprise part of the Denny's System. Developer has no right to license or franchise others to use the Marks by virtue of this Agreement.

6.2 Developer recognizes the unique value and secondary meaning attached to the Denny's Marks and the Denny's System, and Developer agrees that any noncompliance with the terms of this Agreement or any unauthorized or improper use will cause irreparable damage to Denny's and its franchisees. Developer therefore agrees that if it should engage in any such unauthorized or improper use, during or after term of this Agreement, Denny's is entitled to temporary and permanent injunctive relief from any court of competent jurisdiction in addition to any other remedies.

7. INSURANCE AND INDEMNIFICATION.

7.1 During the term of this Agreement, Developer will obtain and maintain insurance coverage for public liability, including products liability, in the amount of at least One Million Dollars (\$1,000,000.00) combined single limit. Developer also will carry such worker's compensation insurance as may be required by applicable law. Upon the execution of each Franchise Agreement, Developer also will obtain and maintain the insurance coverages required under each Franchise Agreement.

7.2 Denny's will be named as an additional insured on all such insurance policies and will be provided with certificates of insurance evidencing such coverage. All policies will contain a provision that Denny's, although named as an insured, is nevertheless be entitled to recover under such policies on any loss incurred by Denny's, its affiliates, agents or employees by reason of the negligence of Developer, its principals, contractors, agents or employees. All policies will provide Denny's with at least ten (10) days' notice of cancellation or termination of coverage.

7.3 Denny's reserves the right to specify reasonable changes in the types and amounts of insurance coverage required by this Section 7. If Developer fails or refuses to obtain or maintain the required insurance coverage from an insurance carrier acceptable to Denny's, Denny's may, in its sole discretion and without any obligations to do so, procure such coverage for Developer. In such event, Developer agrees to pay the required premiums or to reimburse such premiums to Denny's upon written demand.

7.4 Developer, on behalf of itself, its affiliates, and their respective owners, officers and directors ("Indemnifying Parties"), will indemnify, defend and hold harmless Denny's, its subsidiaries, parent and affiliates, shareholders, directors, officers, employees and agents ("Indemnified Parties") against and

reimburse any one or more of the Indemnified Parties for any and all losses, claims, costs, expenses (including attorneys' fees), damages and liabilities, arising out of or from or related to any claims, directly or indirectly, arising out of or from or related to the use, condition, construction, equipping, decorating, maintenance or operation of any and all Denny's restaurants, any labor or other employee related claims of any kind. Denny's has the right, at its option, to defend any such claim against it at Developer's sole cost and expense. If Developer defends any claim, it may not enter into any settlement agreement or otherwise resolve or conclude the matter without Denny's prior written consent. This indemnity will continue in full force and effect subsequent to, and notwithstanding, the expiration or earlier termination of this Agreement. Under no circumstances will Denny's or any other Indemnified Party be required to seek recovery from any insurer or other third party, or otherwise to mitigate its or Developer's losses, claims, costs, expenses, damages and liabilities in order to maintain and recover fully a claim against an Indemnifying Party. Any failure to pursue such recovery or mitigate a loss will in no way reduce or alter the amounts recoverable by Denny's or another Indemnified Party from an Indemnifying Party. Such losses, claims, costs, expenses, damages and liabilities will include, without limitation, those arising from the death or injury to any persons, or arising from damage to the property of Developer or Denny's, their affiliates, agents or employees, or any third person, firm or corporation, whether or not such losses, claims, costs, expenses, damages or liabilities were actually or allegedly caused, in whole or in part, through the active or passive negligence of Denny's or any of its affiliates, officers, agents or employees, or resulted from any strict liability imposed on Denny's or any of its affiliates, agents or employees.

8. TRANSFER OF RIGHTS.

8.1 This Agreement inures to the benefit of Denny's and its successors and assigns, and is fully assignable by Denny's.

8.2 The parties acknowledge that this Agreement is personal in nature with respect to Developer, being entered into by Denny's in reliance upon and in consideration of the personal skills, qualifications and trust and confidence reposed in Developer and Developer's present members, owners, partners or officers. Therefore, the rights, privileges and interests of Developer under this Agreement may not be assigned, sold, transferred, leased, divided or encumbered, voluntarily or involuntarily, in whole or in part, by operation of law or otherwise. For purposes of this Section, a sale of a stock or other ownership interest, a merger or other combination is a prohibited transfer of Developer's interest.

9. EVENTS OF DEFAULT.

9.1 Any of the following events constitutes a default by Developer, which entitles Denny's to declare the immediate termination of this Agreement.

a. Failure by Developer to meet the requirements of the Schedule within the time periods specified therein. If Developer misses any opening date in Exhibit B by more than thirty (30) days, then, in addition to and without diminishing or delaying any rights Denny's has as result of the default, Developer must submit a written explanation for the delay and a statement of either its intention to resume the schedule with a specified adjustment, if any, or its inability to substantially comply with the balance of the Schedule for the reasons stated.

b. Any assignment, transfer or sublicense of this Agreement by Developer without the prior written consent of Denny's.

c. Any termination, acceleration or commencement of legal proceedings to enforce any note or other agreement (including any Denny's Franchise Agreement) between Developer and Denny's (or an affiliate of Denny's) as a result of a default by Developer.

d. Developer's assignment for the benefit of creditors or admission in writing of its inability to pay its debts generally as they become due.

e. Any order, judgment, or decree entered adjudicating Developer bankrupt or insolvent.

f. Any petition or application by Developer to any tribunal for the appointment of a trustee, receiver, or liquidator of Developer (or a substantial part of Developer's assets), or commencement by Developer of any proceedings relating to Developer under any bankruptcy, reorganization, compromise, arrangement, insolvency, readjustment of debt, dissolution, or liquidation law of any jurisdiction, whether now or hereinafter in effect.

g. Any filing of a petition or application against Developer, or the commencement of such proceedings, in which Developer, in any way, indicates its approval of, consent to, or acquiescence in the proceedings; or the entry of any order, judgment, or decree appointing any trustee, receiver, or liquidator, or approving the petition in any such proceedings, where the order, judgment, or decree remains unstayed and in effect for more than thirty (30) days.

h. Any entry in any proceeding against the Developer of any order, judgment, or decree, which requires the dissolution of Developer, where such order, judgment, or decree remains unstayed and in effect for more than thirty (30) days.

i. Developer sells, transfers or closes any of Developer's restaurants without Denny's prior written approval.

j. Failure by Developer to maintain expandability under the annual reviews in Section 2.3.

9.2 Any of the following constitutes a default by Developer, which entitles Denny's to terminate this Agreement, if the default is not cured within thirty (30) days after written notice by Denny's to Developer:

a. Developer's default in the performance or observance of any covenant, term, or condition contained in this Agreement not otherwise specified in Section 9.1 above.

b. The creation, incurrence, assumption, or sufferance to exist of any lien, encumbrance, or option whatsoever upon any of Developer's property or assets, whether now owned or subsequently acquired, the effect of which substantially impairs Developer's ability to perform or observe any covenant, term, or condition of this Agreement.

10. EFFECT OF DEFAULT OR NON-COMPLIANCE.

10.1 If at any time there is a Default, then the THIRTY Thousand Dollar (\$30,000) fee for that restaurant will be forfeited to Denny's and cannot be applied toward any other obligation to Denny's and its affiliates.

10.2 Immediately upon termination or expiration of this Agreement for any reason, all of Developer's development rights granted pursuant to this Agreement will revert to Denny's. At the time of termination, only restaurants operating or to be operated under the Denny's System by virtue of a fully executed Franchise Agreement will be unaffected by the termination of this Agreement. Denny's has no duty to execute any Franchise Agreement with Developer after the termination of this Agreement. The foregoing remedies are nonexclusive, and will not prevent Denny's pursuit of any other remedies available to Denny's in law or at equity due to the termination of this Agreement.

10.3 Upon the expiration or termination of this Agreement, Denny's or its subsidiaries or affiliates, in their sole discretion, may open and operate restaurants at any Location or within the Territory or may authorize or franchise others to do the same, whether the new restaurant competes with or in any other way affects the sales of Developer's restaurants.

11. NON-WAIVER. Denny's consent to or approval of any act or conduct of Developer's requiring such consent does not waive or render unnecessary Denny's consent to or approval of any subsequent act or conduct.

12. INDEPENDENT CONTRACTOR AND OTHER PROVISIONS.

12.1 This Agreement does not constitute Developer an agent, legal representative, joint venturer, partner, employee or servant of Denny's for any purpose whatsoever. Developer is an independent contractor and is in no way authorized to make any contract, agreement, warranty or representation on behalf of Denny's. The parties agree that this Agreement does not create a fiduciary relationship between them.

12.2 Developer will grant no security interest in Developer's business or any of its assets, including the furniture, fixtures and equipment located in the restaurants, unless the secured party agrees that, if Developer defaults under any documents relating to such security interests, Denny's has the right and option to purchase the rights of the secured party in any such business, furniture, fixtures, equipment or assets upon the payment of all sums then due such secured party.

13. ENTIRE AGREEMENT. This Agreement, including all Exhibits attached, constitutes the entire, full, and complete agreement between Denny's and Developer concerning the new Denny's franchises and supersedes any and all prior written agreements related to the Heritage Development Incentive. No other representations have induced Developer to execute this Agreement. There are no representations, inducements, promises, or agreements, oral or otherwise, between the parties, not embodied in the documents referred to above that have any force or effect or that bind either party.

14. SEVERABILITY. Each section, part, term and provision of this Agreement is severable. If, for any reason, any section, part, term and provision is determined to be invalid, contrary to, or in conflict with, any existing or future law or regulation, by any court or agency having valid jurisdiction, then it will be excluded from this Agreement, and this will not impair the operation of, or affect, the remaining portions, sections, parts, terms, and provisions of this Agreement, which continue in full force and effect and bind the parties.

15. APPLICABLE LAW. This Agreement after review by Developer and Denny's was accepted in the State of South Carolina and is governed by and construed in accordance with the laws of such state.

16. DOCUMENT INTERPRETATION. All terms and words used in this Agreement, regardless of the number and gender in which they are used, include the singular or plural tense, and any gender, whether masculine, feminine or neuter, as the contract or sense of this Agreement or any paragraph or clause may require, the same as if such words had been fully and properly written in the appropriate number or gender. In the event of a conflict in the language, terms, or conditions between this Agreement and any Franchise Agreement or any formal, written, integrated agreement signed and delivered in counterparts by all parties related to a sale of company restaurants related to this Agreement, then the Franchise Agreement or sale contract controls.

17. COVENANT NOT TO COMPETE.

17.1 To further protect the Denny's System while this Agreement is in effect, Developer and, if Developer is an entity, any individual ("Guarantor") who signs a personal guarantee pursuant to any Franchise Agreement will neither directly nor indirectly own, operate, control or have any financial interest in any coffee shop or family style restaurant business or any other business in the United States which would be in competition with the business of the any restaurant operated pursuant to a Franchise Agreement, Denny's, Denny's, Inc., or their respective subsidiaries, franchisees or affiliates, without the prior written consent of Denny's. This applies to businesses in the United States which are of the same type as

Denny's, as reasonably determined by Denny's, not just businesses which actually compete with a particular Denny's Restaurant. The foregoing does not apply to operation of a Denny's restaurant by Developer or any Guarantor pursuant to a franchise agreement with Denny's, or ownership by Developer or any Guarantor of less than five percent (5%) of the issued or outstanding stock of any company whose shares are listed for trading on any public exchange or on the over-the-counter market; provided that neither Developer nor any Guarantor controls any such company. This restriction is in addition to any comparable provision in any Franchise Agreement.

17.2 If any provision of Section 17.1 is determined by a court of competent jurisdiction to be invalid or unenforceable, this Agreement is not void, but the provision will be limited to the extent necessary to be valid and enforceable.

18. NOTICE. For the purpose of this Agreement, all notices must be in writing and sent via certified U.S. Mail or by any nationwide courier service providing evidence of delivery. Any time period related to the notice commences upon the date the notice is received. All notices to Denny's must be addressed as follows: DFO, LLC, 203 East Main Street, Spartanburg, SC 29319 Attn: General Counsel. All notices to Developer must be mailed to the Developer's address shown on Exhibit B. Either party may from time to time change its address for the purpose of this Section by giving written notice of such change to the other party in the manner provided in this Section.

19. SECTION HEADINGS. The section headings appearing in this Agreement are for reference purposes only and do not affect, in any way, the meaning or interpretation of this Agreement.

20. BUSINESS JUDGMENT.

Notwithstanding any contrary provisions contained in this Agreement, Denny's and Developer acknowledge and agree that (a) this Agreement, and other agreements related hereto and thereto, and the relationship of the parties hereto which arise herefrom and therefrom, grants Denny's the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with Developer's explicit rights and obligations hereunder that may affect favorably or adversely Developer's interests; (b) Denny's will use its business judgment in exercising such discretion based on Denny's assessment of Denny's own interests and balancing those interests against the interests of Denny's restaurants generally (including Denny's restaurants operated by Denny's, its affiliates, or other developers or franchisees), and specifically without considering Developer's individual interests or the individual interests of any other particular franchisee; (c) Denny's will have no liability to Developer for the exercise of Denny's discretion in this manner and (d) even if Denny's has numerous motives for a particular action or decision, so long as at least one motive is a reasonable business justification, no trier of fact in any legal action will substitute its judgment for Denny's judgment so exercised and such action or decision will not be subject to challenge for abuse of discretion. IF DENNY'S TAKES ANY ACTION OR CHOOSES NOT TO TAKE ANY ACTION IN DENNY'S DISCRETION OR AT ITS OPTION WITH REGARD TO ANY MATTER RELATED TO THIS AGREEMENT AND DENNY'S ACTION OR INACTION IS CHALLENGED FOR ANY REASON, THE PARTIES HERETO EXPRESSLY DIRECT THE TRIER OF FACT THAT COMPANY'S RELIANCE ON A BUSINESS REASON IN THE EXERCISE OF DENNY'S DISCRETION IS TO BE VIEWED AS A REASONABLE AND PROPER EXERCISE OF DENNY'S DISCRETION, WITHOUT REGARD TO WHETHER OTHER REASONS FOR DENNY'S DECISION MAY EXIST AND WITHOUT REGARD TO WHETHER THE TRIER OF FACT WOULD INDEPENDENTLY ACCORD THE SAME WEIGHT TO THE BUSINESS REASON.

21. ACKNOWLEDGMENTS.

21.1 Developer acknowledges that it received a complete copy of Denny's Franchise Disclosure Document at least fourteen (14) days before it signed this Agreement.

21.2 Developer acknowledges that it has read and understands this Agreement and that Denny's has accorded Developer ample opportunity and has encouraged Developer to consult with advisors of Developer's own choosing about the potential benefits and risks of entering into this Agreement.

IN WITNESS WHEREOF, the parties have duly executed, sealed and delivered this Agreement in duplicate original as of the date and year first written above.

Attached to this agreement are the following Exhibits:

- Exhibit A Locations
- Exhibit B Development Schedule
- Exhibit C Expansion Criteria
- Exhibit D Exclusions for Sites to be Developed by Denny's, Inc. or other Franchisees

DFO, LLC,
a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
 Its: Sole Member

By: _____

By: _____

Its: _____

Its: _____

Date: _____

EXHIBIT A
LOCATIONS

EXHIBIT B

DEVELOPMENT SCHEDULE

Store	Initial Franchise Fee	Development Period
Location 1	\$30,000	Restaurant opened 18 months after execution of this agreement
Location 2	\$30,000*	15 months after Location 1 opens
Location 3	\$30,000*	15 months after Location 2 opens
Location 4	\$30,000*	15 months after Location 3 opens

Developer's Address:

EXHIBIT C
EXPANSION CRITERIA

EXHIBIT D
EXCLUSIONS FOR SITES TO BE DEVELOPED
BY DENNY'S, INC., OR OTHER FRANCHISEES

EXHIBIT I - 2

FLIP DEVELOPMENT AGREEMENT

DFO, LLC

**Front Loaded Incentive Program
Development Agreement**

DFO, LLC

Front Loaded Incentive Program Development Agreement

This Front Loaded Incentive Program Development Agreement (Development Agreement) ("**Agreement**") is made and entered into on _____ ("**Effective Date**"), by and between DFO, LLC, a Delaware limited liability company with its principal office in Spartanburg, South Carolina ("**Denny's**"), and _____ a _____ with its principal office in _____ ("**Developer**").

RECITALS

A. Denny's is engaged in the business of franchising others to operate family style restaurants (the "**Denny's System**").

B. Developer represents that it is experienced in and has independent knowledge of the nature and specifics of the restaurant business as well as the development of retail real estate in the areas under consideration. Developer represents that in entering into this Agreement it has relied solely on its personal knowledge and has not relied on any representations of Denny's or any of its members or their respective officers, directors, employees or agents, except those representations contained in any legally required disclosure document delivered to Developer.

C. Developer desires to obtain development rights from Denny's for target sites ("**Locations**") specified in Exhibit A.

D. Denny's is willing to grant the exclusive right to Developer to develop full-service Denny's restaurants for the Locations upon the terms and conditions contained in this Agreement.

E. Developer agrees to build and open new Denny's restaurants according to the benchmarks on the development schedule attached to and incorporated into this agreement as Exhibit B ("**Schedule**"). This commitment is the consideration for the Development Incentive (as defined below).

NOW THEREFORE, in consideration of the parties' covenants and obligations they agree:

1. GRANT OF DEVELOPMENT RIGHTS IN LOCATIONS.

1.1 During the term of this Agreement, and subject to the other terms and conditions of this Agreement (including Section 6), Developer has the exclusive right to develop and open full-service Denny's restaurants in the Locations.

1.2 Developer assumes all responsibility and expense for locating potential sites for restaurants and shall submit to Denny's for approval, in the form specified by Denny's, a description of the site, the terms of the lease or purchase, a market feasibility study for the site and such other information and materials as Denny's may reasonably require, together with a letter of intent or other evidence satisfactory to Denny's which confirms Developer's favorable prospects for obtaining the site. Denny's shall have thirty (30) days after receipt of such information and materials from you to accept or decline the site in its sole discretion. Developer acknowledges that the approval of a particular site for a restaurant by Denny's shall not be deemed to be an assurance or guaranty that the restaurant at such site will operate successfully or at a profit.

2. EXERCISE OF DEVELOPMENT RIGHTS & INCENTIVE.

2.1 Acknowledging and agreeing that time is of the essence, Developer must meet the development benchmarks and open each restaurant by the dates set forth on the Schedule in the manner specified herein.

2.2 Developer will execute Denny's then current franchise agreement for each restaurant opened in connection with this Agreement (each a "**Franchise Agreement**") promptly after site approval and before construction starts for each site as set forth on the Schedule.

2.3 Upon opening of each restaurant by Developer in accordance with Exhibit B, Denny's will contribute to Developer such baseline development incentive set forth in Exhibit A for the applicable Location ("**Development Incentive**") as reduced in accordance herewith. Such Development Incentive shall be paid to Franchisee pursuant to the Payment Card Agreement (as defined in the applicable Franchise Agreement) for such location. Without limitation, the Development Incentive will be reduced in accordance with Sections 3 and 10.3.

2.4 Royalty Fees (as defined in the applicable Franchise Agreement), Brand Building Funds (as defined in the applicable Franchise Agreement), and other required payments to Denny's (or its subsidiaries and affiliates) are as set forth in the applicable Franchise Agreement. All such fees will be paid in a timely manner as provided in the Franchise Agreement.

2.5 When this Agreement is executed, Developer must satisfy the criteria set forth on Exhibit C ("**Expansion Criteria**"). Thereafter during the term of this Agreement, Denny's may conduct a review of Developer's satisfaction of the Expansion Criteria during each calendar quarter in which the anniversary of the Effective Date occurs. To continue to develop new restaurants, the Developer must maintain its approved status on the basis of Denny's review and reasonable discretion as well as comply with other continuing requirements of this Agreement. Developer will provide Denny's with current information pertaining to Developer's financial condition at any time upon Denny's request.

2.6 Except as expressly set forth in this Agreement, and in addition to the requirements set forth in Section 2.5, Developer must comply with all general requirements for obtaining a franchise and opening a new restaurant, as provided by Denny's from time to time. These include submitting complete site preview requests and site packages; scheduling, paying for and completing new restaurant opening training ("**NRO Training**"); and managing encroachment.

2.7 Developer shall at all times comply with all applicable laws and regulations.

2.8 The purpose of this Agreement is to promote predictable, orderly, incremental growth within the Denny's System. The acquisition of existing Denny's restaurants by Developer does not represent incremental growth and, therefore, does not satisfy the terms of this Agreement pertaining to development. The construction of new buildings is preferred over the conversion of older buildings. No credit will be given for the opening of restaurants outside of the Locations (without prior written approval from Denny's), regardless of the fact that Developer may, upon proper application, obtain a Franchise Agreement for such a restaurant. No credit will be given for any site approved for Developer or its affiliates prior to the Effective Date.

3. RESTAURANT OPENING FEES. The following restaurant opening fees will be deducted from the applicable Development Incentive: (i) the initial franchise fee under the Franchise Agreement for such restaurant; and (ii) the fee for NRO Training charged by Denny's for the restaurant ("**NRO Training Fee**"). For example: If the Development Incentive for a restaurant is \$200,000, the initial franchise fee is \$30,000, and the NRO Training Fee is \$36,000, then Denny's will contribute \$134,000 to Developer pursuant to Section 2.3. If the Development Incentive for a restaurant is \$50,000, the initial franchise fee is \$30,000, and the NRO Training Fee is \$36,000, then Denny's will contribute \$0 to Developer and Developer shall remain liable to Denny's for \$16,000 under the applicable Franchise Agreement.

4. TERM OF DEVELOPMENT INCENTIVE AGREEMENT. This Agreement will be effective on the date set forth above. Developer may choose the order in which it develops specific approved sites. Developer may work on more than one site at a time; however, restaurant openings need to be staggered at least ninety (90) days apart, unless specially approved by Denny's. Unless terminated pursuant to Section 10 or 12 below, this Agreement and all development rights granted hereunder will expire upon the opening of the last restaurant listed in the Schedule.

5. DEVELOPMENT PERIOD. For purposes of interpreting this Agreement, the Schedule takes precedence over any development provision or schedule in any Franchise Agreement. To be clear, even if a Franchise Agreement entered in connection herewith allows more time for the restaurant to open than does the Schedule, the opening date set forth on the Schedule will take precedence for purposes hereof.

6. EXCLUSIVITY. Notwithstanding the rights granted in Section 1.1:

6.1 Sites which have been approved for development by Denny's, Inc. or by other franchisees are identified on Exhibit D. Despite any description of any Location in any of the formats listed herein or otherwise, Locations do not include, and Developer has no rights to, the trade areas for each of the locations on Exhibit D, as Denny's may determine those trade areas from time to time. Without limitation, Denny's retains all development rights regarding the Denny's System in such trade areas, including the right to open and operate and franchise and license others to open and operate full-service Denny's restaurants and any non-full service Denny's restaurants under the Denny's System therewithin. Such retention of rights by Denny's shall further apply generally to all locations not included in the Locations (including locations in close proximity thereto).

6.2 Existing restaurants under the Denny's System as of the Effective Date regardless of location, either owned by Denny's or owned by another franchisee, can continue to be operated in such location and can be relocated within their respective trade area upon approval by Denny's. Such operation and relocation will have priority over any rights of development under this Agreement. Such operation and relocation will not be a violation of the exclusivity granted hereunder.

6.3 Reopening a closed restaurant within its former trade area upon approval by Denny's will not be a violation of the exclusivity granted hereunder. If a restaurant is so reopened, it shall be considered an existing restaurant for purposes of Section 6.2.

6.4 Denny's further retains the right to:

a. Open and operate and franchise and license others to open and operate any non-full service Denny's restaurants under the Denny's System regardless of location. These may appear as a standalone restaurant, as a separate space within a full-service Denny's restaurant, or in non-traditional sites, including those described below.

b. Open and operate and franchise and license others to open and operate full-service Denny's restaurants and any non-full service Denny's restaurants under the Denny's System, at all universities, colleges, hospitals, municipal facilities, public transportation facilities, travel plazas, shopping malls, within retail stores, and similar non-traditional sites, regardless of location.

c. Open and operate, or franchise or license others to open and operate any full-service Denny's restaurants and any non-full service Denny's restaurants under the Denny's System acquired by Denny's or its affiliates as part of multi-site transactions on or after the Effective Date.

Any exercise of the rights retained by Denny's under this Section 6.4 will not be a violation of the exclusivity granted hereunder.

6.5 The rights granted Developer in this Agreement are subject to any prior territorial rights of other franchisees or licensees which may now exist near any Location, whether or not sites are identified on Exhibit D or those rights are currently being enforced. In the event of a conflict in territorial rights, whether under a franchise agreement, other agreement, H.2.O, HDI, or MGIP, the earlier in time will prevail. Developer may negotiate with any entity which claims territorial rights adverse to the rights granted under this Agreement for the assignment of those prior territorial rights. For this purpose, Denny's agrees to approve any such assignment not in conflict with the other terms of this Agreement subject to the conditions of any franchise agreements involved and current policies pertaining to assignments, including satisfaction all obligations to Denny's and its affiliates.

6.6 Denny's may notify Developer at any time that Denny's determines that there is a low probability of an approvable site in a Location, at which point the Location will be removed from this Agreement and Developer shall have no development rights therein.

7. PROPRIETARY RIGHTS OF DENNY'S.

7.1 Developer expressly acknowledges Denny's exclusive right, title, and interest in and to the trade name, service mark, and trademark "Denny's", and such other trade name, service marks, and trademarks which are designated as part of the Denny's System (the "**Marks**"), Developer agrees not to represent in any manner that Developer has any ownership in Denny's Marks. This Agreement is not a Franchise Agreement, license, or master or area development agreement. Developer further agrees that its use of the Marks does not create in its favor any right, title, or interest in or to Denny's Marks, but that all of such use inures to the benefit of Denny's. Developer has no rights to the Marks except to the degree specifically granted by the individual Franchise Agreements. Building designs and specifications, color schemes and combinations, sign design specifications, and interior buildings layouts (including equipment, equipment specification, equipment layouts, and interior color schemes and combinations) are acknowledged by Developer to comprise part of the Denny's System. Developer has no right to license or franchise others to use the Marks by virtue of this Agreement.

7.2 Developer recognizes the unique value and secondary meaning attached to the Denny's Marks and the Denny's System, and Developer agrees that any noncompliance with the terms of this Agreement or any unauthorized or improper use will cause irreparable damage to Denny's and its franchisees. Developer therefore agrees that if it should engage in any such unauthorized or improper use, during or after term of this Agreement, Denny's is entitled to temporary and permanent injunctive relief from any court of competent jurisdiction in addition to any other remedies.

8. INSURANCE AND INDEMNIFICATION.

8.1 During the term of this Agreement, Developer will obtain and maintain insurance coverage for public liability, including products liability, in the amount of at least One Million Dollars (\$1,000,000.00) combined single limit. Developer also will carry such worker's compensation insurance as may be required by applicable law. Upon the execution of each Franchise Agreement, Developer also will obtain and maintain the insurance coverages required under each Franchise Agreement.

8.2 Denny's will be named as an additional insured on all such insurance policies and will be provided with certificates of insurance evidencing such coverage. All policies will contain a provision that Denny's, although named as an insured, is nevertheless be entitled to recover under such policies on any loss incurred by Denny's, its affiliates, agents or employees by reason of the negligence of Developer, its principals, contractors, agents or employees. All policies will provide Denny's with at least ten (10) days' notice of cancellation or termination of coverage.

8.3 Denny's reserves the right to specify reasonable changes in the types and amounts of insurance coverage required by this Section 8. If Developer fails or refuses to obtain or maintain the required insurance coverage from an insurance carrier acceptable to Denny's, Denny's may, in its sole

discretion and without any obligations to do so, procure such coverage for Developer. In such event, Developer agrees to pay the required premiums or to reimburse such premiums to Denny's upon written demand.

8.4 Developer, on behalf of itself, its affiliates, and their respective owners, officers and directors ("**Indemnifying Parties**"), will indemnify, defend and hold harmless Denny's, its subsidiaries and affiliates, and each of their respective shareholders, directors, officers, employees and agents ("**Indemnified Parties**") against and reimburse any one or more of the Indemnified Parties for any and all losses, claims, costs, expenses (including attorneys' fees), damages and liabilities, arising out of or from or related to any claims, directly or indirectly, arising out of or from or related to the use, condition, construction, equipping, decorating, maintenance or operation of any and all Denny's restaurants, any labor or other employee related claims of any kind. Denny's has the right, at its option, to defend any such claim against it at Developer's sole cost and expense. If Developer defends any claim, it may not enter into any settlement agreement or otherwise resolve or conclude the matter without Denny's prior written consent. This indemnity will continue in full force and effect subsequent to, and notwithstanding, the expiration or earlier termination of this Agreement. Under no circumstances will Denny's or any other Indemnified Party be required to seek recovery from any insurer or other third party, or otherwise to mitigate its or Developer's losses, claims, costs, expenses, damages and liabilities in order to maintain and recover fully a claim against an Indemnifying Party. Any failure to pursue such recovery or mitigate a loss will in no way reduce or alter the amounts recoverable by Denny's or another Indemnified Party from an Indemnifying Party. Such losses, claims, costs, expenses, damages and liabilities will include those arising from the death or injury to any persons, or arising from damage to the property of Developer or Denny's, their affiliates, agents or employees, or any third person, firm or corporation, whether or not such losses, claims, costs, expenses, damages or liabilities were actually or allegedly caused, in whole or in part, through the active or passive negligence of Denny's or any of its affiliates, officers, agents or employees, or resulted from any strict liability imposed on Denny's or any of its affiliates, agents or employees.

9. TRANSFER OF RIGHTS.

9.1 This Agreement inures to the benefit of Denny's and its successors and assigns, and is fully assignable by Denny's.

9.2 The parties acknowledge that this Agreement is personal in nature with respect to Developer, being entered into by Denny's in reliance upon and in consideration of the personal skills, qualifications and trust and confidence reposed in Developer and Developer's present members, owners, partners or officers. Therefore, the rights, privileges and interests of Developer under this Agreement may not be assigned, sold, transferred, leased, pledged, mortgaged, granted as security, divided or encumbered, voluntarily or involuntarily, in whole or in part, by operation of law or otherwise. For purposes of this Section, a sale of a stock or other ownership interest, a merger or other combination is a prohibited transfer of Developer's interest. All attempted transfers in violation of this Section shall be void.

10. EVENTS AND EFFECTS OF TIMING DEFAULT.

10.1 Unless otherwise noted in Sections 10 and 11, any of the following constitutes a default by Developer, which entitles Denny's to terminate this Agreement, if the default is not cured within thirty (30) days after written notice by Denny's to Developer:

a. Failure by Developer to obtain site approval for a particular restaurant within thirty (30) days of the applicable date set forth in Exhibit B.

b. Failure by Developer to begin construction of particular restaurant within thirty (30) days of the applicable date set forth in Exhibit B.

10.2 Any failure by Developer to open a particular restaurant within thirty (30) days of the applicable date set forth in Exhibit B shall constitute an "**Opening Default**".

10.3 Effects of Opening Default:

a. Promptly upon request, Developer must submit a written explanation for the Opening Default and a statement of its intention to open the applicable restaurant, if any, and a detailed timeline therefore.

b. If at any time there is an Opening Default for the first restaurant where this Agreement is for two (2) or more restaurants (as identified in Exhibit B), then this Agreement may be immediately terminated.

c. If at any time there is an Opening Default and this Agreement is for a single restaurant (as identified in Exhibit B), or there is an Opening Default for the second or subsequent restaurant where this Agreement is for two (2) or more restaurants (as identified in Exhibit B), then at the discretion of Denny's, Developer may lose exclusivity under this Agreement and Denny's may reduce the Development Incentive for that restaurant by up to ten percent (10%) for each thirty (30) day period or portion thereof the restaurant fails to open after the respective date set forth in Exhibit B. For Example: If the Development Incentive is \$200,000 and Developer opens the restaurant thirty-one (31) to sixty (60) days late, then Developer may lose exclusivity under this Agreement and the Development Incentive may be reduced by up to \$20,000 or 10% to \$180,000. If Developer opens the same restaurant sixty-one (61) to ninety (90) days late, then Developer may lose exclusivity under this Agreement and the Development Incentive may be reduced by up to \$40,000 or 20% to \$160,000. Likewise, if Developer opens the same restaurant ninety-one (91) to one hundred twenty (120) days late, then Developer may lose exclusivity under this Agreement and the Development Incentive will be reduced by \$60,000 or 30% to \$140,000.

e. Reductions to the Development Incentive for a particular restaurant under this Section 10.3 will not impact the Development Incentive available for other restaurants.

The remedies in this Section 10 are nonexclusive and will not prevent Denny's from pursuing any other remedies available to Denny's at law or in equity with respect to any Opening Default or other default described under this Section 10.

11. **EVENTS AND EFFECTS OF NON-TIMING DEFAULT.**

11.1 Any of the following events constitutes a default by Developer, which entitles Denny's to declare the immediate termination of this Agreement.

a. Any assignment, transfer or sublicense of this Agreement by Developer without the prior written consent of Denny's.

b. Any termination, acceleration or commencement of legal proceedings to enforce any note or other agreement (including any Franchise Agreement) between Developer and Denny's (or an affiliate of Denny's) as a result of a default by Developer.

c. Developer's assignment for the benefit of creditors or admission in writing of its inability to pay its debts generally as they become due.

d. Any order, judgment, or decree entered adjudicating Developer bankrupt or insolvent.

e. Any petition or application by Developer to any tribunal for the appointment of a trustee, receiver, or liquidator of Developer (or a substantial part of Developer's assets), or commencement by Developer of any proceedings relating to Developer under any bankruptcy, reorganization, compromise, arrangement, insolvency, readjustment of debt, dissolution, or liquidation law of any jurisdiction, whether now or hereinafter in effect.

f. Any filing of a petition or application against Developer, or the commencement of such proceedings, in which Developer, in any way, indicates its approval of, consent to, or acquiescence in the proceedings; or the entry of any order, judgment, or decree appointing any trustee, receiver, or liquidator, or approving the petition in any such proceedings, where the order, judgment, or decree remains unstayed and in effect for more than thirty (30) days.

g. Any entry in any proceeding against the Developer of any order, judgment, or decree, which requires the dissolution of Developer, where such order, judgment, or decree remains unstayed and in effect for more than thirty (30) days.

h. Developer sells, transfers or closes any of Developer's restaurants without Denny's prior written approval.

i. Failure by Developer to maintain approved status under the annual reviews in Section 2.4.

11.2 Any of the following constitutes a default by Developer, which entitles Denny's to terminate this Agreement, if the default is not cured within thirty (30) days after written notice by Denny's to Developer:

a. Developer's default in the performance or observance of any covenant, term, or condition contained in this Agreement or any Franchise Agreement not otherwise specified in Section 11.1 above.

b. The creation, incurrence, assumption, or sufferance to exist of any lien, encumbrance, or option whatsoever upon any of Developer's property or assets, whether now owned or subsequently acquired, the effect of which substantially impairs Developer's ability to perform or observe any covenant, term, or condition of this Agreement.

The remedies in this Section 11 are nonexclusive, and will not prevent Denny's pursuit of any other remedies available to Denny's in law or at equity with respect to a default described in this Section 11.

12. EFFECT OF TERMINATION AND LOSS OF EXCLUSIVITY.

12.1 Immediately upon termination or expiration of this Agreement for any reason, all rights granted to Developer pursuant to this Agreement will be eliminated and of no further force or effect except rights to payment which have accrued prior to such termination. Denny's has no duty to execute any Franchise Agreement with Developer after the termination of this Agreement.

12.2 Immediately upon the loss of exclusivity hereunder, or the termination or expiration of this Agreement for any reason, Denny's or its subsidiaries or affiliates, in their sole discretion, may open and operate restaurants in any Location or may authorize or franchise others to do the same, whether the new restaurant competes with or in any other way affects the sales of Developer's restaurants.

13. NON-WAIVER. Denny's consent to or approval of any act or conduct of Developer's requiring such consent does not waive or render unnecessary Denny's consent to or approval of any subsequent act or conduct.

14. INDEPENDENT CONTRACTOR AND OTHER PROVISIONS.

14.1 This Agreement does not constitute Developer an agent, legal representative, joint venturer, partner, employee or servant of Denny's for any purpose whatsoever. Developer is an independent contractor and is in no way authorized to make any contract, agreement, warranty or representation on behalf of Denny's. The parties agree that this Agreement does not create a fiduciary relationship between them.

14.2 Developer will grant no security interest in Developer's business or any of its assets, including the furniture, fixtures and equipment located in the restaurants, unless the secured party agrees that, if Developer defaults under any documents relating to such security interests, Denny's has the right and option to purchase the rights of the secured party in any such business, furniture, fixtures, equipment or assets upon the payment of all sums then due such secured party.

15. ENTIRE AGREEMENT. This Agreement, including all Exhibits attached, constitutes the entire, full, and complete agreement between Denny's and Developer concerning the new Denny's franchises and supersedes any and all prior written agreements related to the Development Incentive. No other representations have induced Developer to execute this Agreement. There are no representations, inducements, promises, or agreements, oral or otherwise, between the parties, not embodied in the documents referred to above that have any force or effect or that bind either party.

16. SEVERABILITY. Each section, part, term and provision of this Agreement is severable. If, for any reason, any section, part, term and provision is determined to be invalid, contrary to, or in conflict with, any existing or future law or regulation, by any court or agency having valid jurisdiction, then it will be excluded from this Agreement, and this will not impair the operation of, or affect, the remaining portions, sections, parts, terms, and provisions of this Agreement, which continue in full force and effect and bind the parties.

17. APPLICABLE LAW. This Agreement after review by Developer and Denny's was accepted in the State of South Carolina and is governed by and construed in accordance with the laws of such state. With respect to any claims, controversies or disputes arising under this Agreement, the parties hereby irrevocably submit themselves to the jurisdiction of the state courts in Spartanburg, South Carolina and the Federal District Court located in Greenville, South Carolina. Developer further agrees that venue for any proceeding relating to or arising out of this Agreement shall be Spartanburg, South Carolina (or Greenville, South Carolina if brought in the Federal District Court).

18. DOCUMENT INTERPRETATION. All terms and words used in this Agreement, regardless of the number and gender in which they are used, include the singular or plural tense, and any gender, whether masculine, feminine or neuter, as the contract or sense of this Agreement or any paragraph or clause may require, the same as if such words had been fully and properly written in the appropriate number or gender. The terms include, includes and including shall be deemed followed by the phrase "without limitation". In the event of a conflict in the language, terms, or conditions between this Agreement and any Franchise Agreement or any formal, written, integrated agreement signed and delivered in counterparts by all parties related to a sale of company restaurants related to this Agreement, then the Franchise Agreement or sale contract controls.

19. COVENANT NOT TO COMPETE.

19.1 To further protect the Denny's System while this Agreement is in effect, Developer and, if Developer is an entity, any individual ("**Guarantor**") who signs a personal guarantee pursuant to any Franchise Agreement will neither directly nor indirectly own, operate, control or have any financial interest in, or divert or attempt to divert any business or attention to, any coffee shop or family style restaurant business or any other business in the United States which would be in competition with the business of the any restaurant operated pursuant to a Franchise Agreement, Denny's, Denny's, Inc., or their respective subsidiaries or affiliates or franchisees, without the prior written consent of Denny's. This applies to businesses in the United States which are of the same type as Denny's, as reasonably determined by Denny's, not just businesses which actually compete with a particular Denny's Restaurant. The foregoing does not apply to operation of a Denny's restaurant by Developer or any Guarantor pursuant to a franchise agreement with Denny's, or ownership by Developer or any Guarantor of less than five percent (5%) of the issued or outstanding stock of any company whose shares are listed for trading on any public exchange or on the over-the-counter market; provided that neither Developer nor any Guarantor controls any such company. This restriction is in addition to any comparable provision in any Franchise Agreement.

19.2 If any provision of Section 19.1 is determined by a court of competent jurisdiction to be invalid or unenforceable, this Agreement is not void, but the provision will be limited to the extent necessary to be valid and enforceable.

20. NOTICE. For the purpose of this Agreement, all notices must be in writing and sent via certified U.S. Mail or by any nationwide courier service providing evidence of delivery. Any time period related to the notice commences upon the date the notice is received. All notices to Denny's must be addressed as follows: DFO, LLC, 203 East Main Street, Spartanburg, SC 29319 Attn: General Counsel. All notices to Developer must be mailed to the Developer's address shown on Exhibit B. Either party may from time to time change its address for the purpose of this Section by giving written notice of such change to the other party in the manner provided in this Section 20.

21. SECTION HEADINGS. The section headings appearing in this Agreement are for reference purposes only and do not affect, in any way, the meaning or interpretation of this Agreement.

22. BUSINESS JUDGMENT. Notwithstanding any contrary provisions contained in this Agreement, Denny's and Developer acknowledge and agree that (a) this Agreement, and other agreements related hereto and thereto, and the relationship of the parties hereto which arise herefrom and therefrom, grants Denny's the discretion to make decisions, take actions and/or refrain from taking actions not inconsistent with Developer's explicit rights and obligations hereunder that may affect favorably or adversely Developer's interests; (b) Denny's will use its business judgment in exercising such discretion based on Denny's assessment of Denny's own interests and balancing those interests against the interests of Denny's restaurants generally (including Denny's restaurants operated by Denny's, its affiliates, or other developers or franchisees), and specifically without considering Developer's individual interests or the individual interests of any other particular franchisee; (c) Denny's will have no liability to Developer for the exercise of Denny's discretion in this manner and (d) even if Denny's has numerous motives for a particular action or decision, so long as at least one motive is a reasonable business justification, no trier of fact in any legal action will substitute its judgment for Denny's judgment so exercised and such action or decision will not be subject to challenge for abuse of discretion. IF DENNY'S TAKES ANY ACTION OR CHOOSES NOT TO TAKE ANY ACTION IN DENNY'S DISCRETION OR AT ITS OPTION WITH REGARD TO ANY MATTER RELATED TO THIS AGREEMENT AND DENNY'S ACTION OR INACTION IS CHALLENGED FOR ANY REASON, THE PARTIES HERETO EXPRESSLY DIRECT THE TRIER OF FACT THAT COMPANY'S RELIANCE ON A BUSINESS REASON IN THE EXERCISE OF DENNY'S DISCRETION IS TO BE VIEWED AS A REASONABLE AND PROPER EXERCISE OF DENNY'S DISCRETION, WITHOUT REGARD TO WHETHER OTHER REASONS FOR DENNY'S DECISION MAY EXIST AND WITHOUT REGARD TO WHETHER THE TRIER OF FACT WOULD INDEPENDENTLY ACCORD THE SAME WEIGHT TO THE BUSINESS REASON.

23. ACKNOWLEDGMENTS.

24.1 DEVELOPER ACKNOWLEDGES THAT THE SUCCESS OF THE BUSINESS VENTURE CONTEMPLATED BY THIS AGREEMENT INVOLVES SUBSTANTIAL BUSINESS RISKS AND WILL BE TOTALLY AND COMPLETELY DEPENDENT UPON DEVELOPER'S ABILITY AS AN INDEPENDENT AND SOPHISTICATED PERSON OR ENTITY. DENNY'S EXPRESSLY DISCLAIMS THE MAKING OF, AND DEVELOPER ACKNOWLEDGES NOT HAVING RECEIVED, ANY WARRANTY OR GUARANTEE, EXPRESS OR IMPLIED, AS TO THE POTENTIAL VOLUME, PROFITS OR SUCCESS OF THE BUSINESS VENTURE CONTEMPLATED BY THIS AGREEMENT.

24.2 DEVELOPER ACKNOWLEDGES HAVING RECEIVED, READ AND UNDERSTOOD THIS AGREEMENT, THE ATTACHMENTS ATTACHED HERETO AND AGREEMENTS RELATING HERETO, IF ANY, AND DENNY'S FRANCHISE DISCLOSURE DOCUMENT; AND THAT DENNY'S HAS ACCORDED DEVELOPER AMPLE TIME AND OPPORTUNITY TO CONSULT WITH ADVISORS OF ITS OWN CHOOSING ABOUT THE POTENTIAL RISKS OF ENTERING INTO THIS AGREEMENT.

24.3 DEVELOPER ACKNOWLEDGES THAT IT RECEIVED DENNY'S FRANCHISE DISCLOSURE DOCUMENT AT LEAST FOURTEEN (14) CALENDAR DAYS PRIOR TO THE DATE ON WHICH THIS AGREEMENT WAS EXECUTED OR ANY PAYMENT WAS MADE TO DENNY'S OR AN AFFILIATE.

24.4 DEVELOPER ACKNOWLEDGES THAT IT HAS NOT RELIED UPON ANY EARNINGS CLAIMS, SUCH AS ORAL OR WRITTEN STATEMENTS OR SUGGESTIONS, MADE BY ANY REPRESENTATIVE OF OR ANY OTHER PERSON PURPORTING TO BE ACTING ON DENNY'S BEHALF REGARDING THE POTENTIAL FUTURE SALES, REVENUES OR PROFITS WHICH MAY BE DERIVED FROM OPERATION OF DENNY'S RESTAURANTS OR DEVELOPMENT OF THE LOCATIONS.

IN WITNESS WHEREOF, the parties have duly executed, sealed and delivered this Agreement in duplicate original as of the date and year first written above.

Attached to this agreement are the following Exhibits:

- Exhibit A Locations & Development Incentives
- Exhibit B Schedule
- Exhibit C Expansion Criteria
- Exhibit D Exclusions

DFO, LLC,
a Delaware limited liability company

DEVELOPER:

By: Denny's, Inc.
 Its: Sole Member

By: _____

By: _____

Its: _____

Its: _____

Date: _____

Date: _____

EXHIBIT A

LOCATIONS & DEVELOPMENT INCENTIVES

Locations

1. [insert name and description/depiction of location]
2. [insert name and description/depiction of location]
3. [etc.]

Incentives

Location Name	Baseline Development Incentive

EXHIBIT B

SCHEDULE

Store	Development Start Date	Site Approval	Construction Start Date	Opening

EXHIBIT C
EXPANSION CRITERIA

EXHIBIT D
EXCLUSIONS

EXHIBIT I – 2a

FLIP MARKET SHARE AMOUNTS

DMA	State	Total Incentive
ABILENE/SWEETWATER	TX	50,000
ALBANY GA	GA	350,000
ALBANY/SCHEN/TROY	NY	250,000
ALBUQUERQUE/SANTA FE	NM	75,000
ALEXANDRIA	VA	350,000
AMARILLO	TX	50,000
ANCHORAGE	AK	250,000
ATLANTA	GA	350,000
AUSTIN	TX	200,000
BAKERSFIELD	CA	100,000
BALTIMORE	MD	375,000
BANGOR	ME	75,000
BATON ROUGE	LA	350,000
BEAUMONT-PORT ARTHUR	LA	350,000
BEND	OR	350,000
BILLINGS	MT	75,000
BILOXI/GULFPORT	MS	350,000
BINGHAMTON	NY	250,000
BIRMINGHAM	AL	350,000
BOISE	ID	200,000
BOSTON	MA	375,000
BOWLING GREEN	OH	375,000
BUFFALO	NY	100,000
BURLINGTON-PLATTSBURGH	VT	225,000
BUTTE	MT	375,000
CASPER-RIVERTON	WY	200,000
CEDAR RAPIDS	IA	350,000
CHAMPAIGN/SPRINGFIELD/DECATUR	IL	225,000
CHARLESTON	WV	350,000
CHARLESTON-HUNTINGTON	WV	350,000
CHARLOTTE	NC	350,000
CHARLOTTEVILLE	VA	350,000
CHATTANOOGA	TN	350,000
CHEYENNE/SCOTTSBLUFF	WY	200,000
CHICAGO	IL	375,000
CHICO/REDDING	CA	100,000
CINCINNATI	OH	375,000
CLARKSBURG-WESTON	WV	200,000
CLEVELAND	OH	375,000
COLORADO SPRINGS	CO	400,000
COLUMBIA SC	SC	350,000
COLUMBIA/JEFFERSON CITY	MO	225,000
COLUMBUS	OH	375,000
COLUMBUS GA	GA	350,000
CORPUS CHRISTI	TX	50,000
DALLAS/FT WORTH	TX	200,000
DAVENPORT/ROCK ISL	IA	350,000
DAYTON	OH	375,000
DENVER	CO	400,000
DES MOINES-AMES	IA	350,000
DETROIT	MI	375,000
DOTHAN	AL	350,000
EL PASO	TX	50,000
EUGENE	OR	200,000
EUREKA (OR	50,000
EVANSVILLE	IN	50,000
FARGO/VALLEY CITY	ND	225,000
FLINT/SAG/BAY CITY	MI	375,000
FLORENCE/MYRTLE BEACH	SC	350,000
FRESNO/VISALIA	CA	100,000
FT MYERS/NAPLES	FL	375,000
FT SMITH	AR	375,000
FT WAYNE	IN	350,000
G RAPIDS/KAL/B CRK	MI	375,000
GAINESVILLE	FL	375,000
GRAND JUNCTION/MONTROSE	CO	100,000
GREAT FALLS	MD	75,000
GREEN BAY	WI	350,000
GREENSBORO/H POINT	NC	350,000
GREENVILLE/NEW BERN	NC	350,000
GREENVILLE/SPARTANBURG	SC	350,000
HARLINGEN/WESLACO/BROWNSVILLE/MC	TX	50,000
HARRISBURG/LANCASTR	PA	350,000
HARRISONBURG	PA	350,000
HARTFORD	CT	375,000
HONOLULU	HI	225,000
HOUSTON	TX	50,000
HUNTSVILLE	AL	350,000
IDAHO FALLS/POCATELLO	ID	200,000
INDIANAPOLIS	IN	200,000
JACKSON	MS	350,000
JACKSON MS	MS	350,000
JACKSONVILLE (FL	375,000
JOHNSTOWN/ALTOONA	PA	200,000
JOPLIN/PITTSBURG	MO	75,000
KANSAS CITY	MO	375,000
KNOXVILLE	TN	350,000
LACROSSE	WI	200,000
LAKE CHARLES	LA	200,000
LANSING	MI	375,000
LAREDO	TX	50,000
LAS VEGAS	NV	75,000
LIMA	OH	375,000
LINCOLN	NE	350,000
LITTLE ROCK	AR	375,000
LOS ANGELES	CA	100,000
LOUISVILLE	KY	350,000
LUBBOCK	TX	200,000
MACON	GA	350,000
MADISON	WI	50,000
MEDFORD/KLAMATH FALLS	OR	200,000
MEMPHIS/JACKSON	TN	350,000
MIAMI/FT LAUDERDALE	FL	75,000
MILWAUKEE	WI	350,000
MINNEAPOLIS/ST PAUL	MN	250,000
MINOT/BISMARCK	ND	75,000
MISSOULA	MT	225,000
MOBILE/PENSACOLA	FL	375,000
MONTEREY/SALINAS	CA	100,000
MONTGOMERY-SELMA	AL	350,000
NASHVILLE	TN	350,000
NEW ORLEANS	LA	350,000
NEW YORK	NY	400,000
NORFOLK/PORTSMITH	VA	350,000
NORTH PLATTE	NE	50,000
ODESSA/MIDLAND	TX	200,000
OKLAHOMA CITY	OK	350,000
OMAHA	NE	350,000
ORLANDO/DAYTONA	FL	225,000
PADUCAH/C-GRADDEAU	MO	375,000
PALM SPRINGS	CA	100,000
PANAMA CITY/LYNN HAVEN	FL	375,000
PEORIA/BLOOMINGTON	IL	225,000
PHILADELPHIA	PA	350,000
PHOENIX	AZ	100,000
PITTSBURGH	PA	350,000
PORTLAND	ME	225,000
PORTLAND/AUBURN (OR	200,000
PROVIDENCE/NEW BEDFORD (RI	375,000
QUINCY	MA	225,000
RALEIGH/DURHAM	NC	350,000
RENO	NV	75,000
RICHMOND/PETERSBURG	VA	350,000
ROANOKE-LYNCHBURG	VA	350,000
ROCHESTER	NY	250,000
ROCHESTER/MASON CITY	MN	250,000
ROCKFORD	IL	225,000
SACRAMENTO/STOCKTON/MODESTO	CA	100,000
SALISBURY	MD	75,000
SALT LAKE CITY	UT	50,000
SAN ANGELO	TX	50,000
SAN ANTONIO	TX	200,000
SAN DIEGO	CA	100,000
SAN FRANCISCO/OAKLAND/SAN JOSE	CA	100,000
SANTA BARBARA	CA	100,000
SAVANNAH	GA	350,000
SEATTLE/TACOMA	WA	100,000
SHREVEPORT	LA	200,000
SIOUX FALLS	SD	225,000
SPOKANE	WA	100,000
SPRINGFIELD MO	MO	375,000
SPRINGFIELD/HOLYOKE	MA	225,000
ST LOUIS	MO	225,000
SYRACUSE	NY	100,000
TALLAHASSEE/THOMASVILLE	FL	225,000
TAMPA/ST. PETERSBURG/SARASOTA	FL	375,000
TERRE HAUTE	IN	50,000
TOLEDO	OH	375,000
TOPEKA	KS	200,000
TRAVERSE CITY-CADILLAC	MI	375,000
TRI-CITIES	TN	350,000
TUCSON	AZ	100,000
TULSA	OK	350,000
TWIN FALLS	ID	50,000
TYLER/LONGVIEW	TX	200,000
UTICA	NY	100,000
VICTORIA	TX	50,000
WACO/TEMPLE/BRYAN	TX	200,000
WASHINGTON DC	VA	350,000
WATERTOWN	NY	250,000
WAUSAU/RHINELANDER	WI	200,000
WEST PALM BEACH/FT PIERCE	FL	375,000
WHEELING/STUBENVIL	OH	375,000
WICHITA FALLS/LAWTON	TX	200,000
WILKES BARRE	PA	200,000
WILMINGTON	NC	350,000
YAKIMA	WA	100,000
YOUNGSTOWN	OH	375,000
YUMA/EL CENTRO	AZ	100,000
ZANESVILLE	OH	225,000

EXHIBIT J

PAYMENT CARD AGREEMENT

PAYMENT CARD AGREEMENT

This Payment Card Agreement (“**Agreement**”) is made and entered into as of _____, by and between **DFO, LLC**, a Delaware limited liability company (“**DFO**”), and **Denny's, Inc.**, a Florida corporation (“**DI**”), both having principal offices at 203 East Main Street, Spartanburg, South Carolina (DFO and DI are collectively referred to as “**Affiliates**”), and _____, a(n) _____ with its principal offices at _____ (“**Franchisee**”).

RECITALS

WHEREAS DFO and Franchisee are parties to a Franchise Agreement (“Franchise Agreement”) dated _____ relating to the operation by Franchisee of a Denny's restaurant located at _____, (“**Restaurant**”).

Affiliates have entered into various arrangements with various payment enablers, including but not limited to, financial institutions, equipment providers and gateways (each a “Processor”) for the utilization of debit, credit, cash or gift cards or similar forms of payment, such as mobile wallets, now and in the future (each a “Card”) at Denny's restaurants which concern the leasing or purchase of equipment, credit and debit authorization, processing, and settlement of credit, debit, cash or gift charges, and the production, distribution and marketing of gift cards (such agreements, individually and collectively, as amended and replaced from time to time are referred to as the “Processing Agreements”).

Under the terms of the Processing Agreements, Affiliates may extend those arrangements to Denny's franchisees. Franchisee desires or is required to participate in the Card programs, and Affiliates wish to make the Processing Agreements available to Franchisee under the terms and conditions contained in this agreement.

NOW, THEREFORE, in consideration of the terms and covenants contained below and other valuable consideration, the sufficiency of which is hereby acknowledged, Affiliates and Franchisee agree as follows:

1. **Participation.** In connection with the acceptance of Cards at the Restaurant (whether on premise, ecommerce, or other form of ordering and payment), Affiliates agree to and hereby assign unto Franchisee, and Franchisee agrees to participate in, accept assignment of, and assume responsibility for, the rights, conditions and obligations arising under the Processing Agreements, including but not limited to the following:

(a) Agreements with national vendors and service providers selected by Affiliates from time to time in their sole discretion, relating to the rental or purchase, use and servicing of Card processing terminals and related equipment, the costs for which shall be communicated to the Franchisee in writing from time to time.

(b) Agreements with national vendors and service providers selected by Affiliates from time to time in their sole discretion, relating to authorization of Card transactions of Denny's restaurants.

(c) Agreements with Processors selected by Affiliates from time to time in their sole discretion, relating to the processing and settlement of Card charges, purchases and use.

(d) Agreements with third-party aggregators (including, as an example and without limitation DoorDash, UberEats, or Grubhub) or a third-party logistics provider (including, as an example and without limitation, Postmates or Amazon) selected by Affiliates from time to time in their sole discretion, relating to the off-site sale and delivery of Franchisee's food and beverage items and the processing and settlement of Card charges, purchases and uses for same; and

(e) Agreements with any integrated online ordering solution Affiliates designate for Franchisee and/or virtual brand offerings.

Franchisee agrees that it will observe and abide by all rules and procedures established by Affiliates from time to time for accepting, authorizing, processing, and reporting Card transactions. Franchisee may request in writing copies of the Processing Agreements in effect from time to time. The agreements and their terms are subject to the confidentiality provisions of the Franchise Agreement.

2. **Assumption of Liability and Indemnification.** Franchisee acknowledges that Affiliates may incur liability under the Processing Agreements with respect to activities conducted by Franchisee, and Franchisee agrees to be responsible for all obligations under the Processing Agreements relating to Franchisee's Card acceptance as if Franchisee were a direct party to the Processing Agreements. Processors may collect fees directly. To the extent either Affiliate pays Franchisee's obligations, either Affiliate may recover all amounts paid on Franchisee's behalf through the reconciliation under this Agreement.

3. **PCI Compliance and Customer Data.**

(a) Franchisee will: (i) obtain, maintain and adhere to all applicable standards established by the Payment Card Industry Data Security Standard ("PCI-DSS"); (ii) establish appropriate administrative, technical and physical controls consistent with applicable law and PCI-DSS to preserve the security and confidentiality of any Card information, in any form whatsoever, that it stores, processes, transmits, or comes in contact with; (iii) promptly notify Affiliates if Franchisee, its affiliates, or any of their respective principals suspects that there is, or has been, a security breach or potential compromise of any such Card information; (iv) provide Affiliates with updates regarding the status of PCI-DSS, which update may be through a completed PCI AOC (Attestation of Compliance), PCI-DSS SAQ (Self-Assessment Questionnaire) or other method acceptable to Affiliates; (v) promptly notify Affiliates of any noncompliance with PCI-DSS requirements and comply with remediation actions and a timeline for implementation of such actions required by Affiliates; (vi) allow for and comply with PCI-DSS audits to be conducted by Affiliates or their designees; and (vii) comply with Processor rules, regulations and requirements, as issued and amended from time to time.

(b) In addition to PCI-DSS data, Customer Data (defined below in this Section 3(b) obtained from, collected on behalf of, and shared with Affiliates must be duly protected by Franchisee, its affiliates, and their respective principals. Franchisee, its affiliates, and their respective principals must protect private information and data, including PII (defined below in this Section 3(b), regarding customers and Affiliates with a level of controls proportionate to the sensitivity of the data. Franchisee, its affiliates, and their respective principals must adhere to applicable law with respect to data, which if compromised, could have a negative impact on Affiliates' image or consumer confidence. Without Affiliates' written consent, which Affiliates may provide or withhold at its sole option, Franchisee, its affiliates, and their respective principals may not share with any third party any Customer Data obtained from, collected on behalf of, and shared with Affiliates. "Customer Data" means any information from, about, or relating to customers of the Restaurant that identifies, or can be used to identify, contact, locate, or be traced back to the

specific person to whom such information pertains, or from which identification or contact information of a person can be derived. Customer Data includes any PII. "PII" means personally identifiable information or personal data regarding a natural person, including, without limitation, a natural person's name, address, phone number, fax number, email address, passport number, financial profile, credit card information, or any other information by which one is reasonably able to personally identify one or more natural persons, or such term is otherwise defined under applicable law.

4. **Fees.** The fees to be charged Franchisee for the Card authorization, processing and settlement services provided pursuant to this Agreement and any Processing Agreements are set forth in Schedule 1, as it may be updated by Affiliates from time to time based on the Processing Agreements. Franchisee agrees to be responsible for such fees and authorizes the deduction from Franchisee's sales transaction settlement funds. The rates set forth in Schedule 1 may be changed from time to time, without notice, based on Affiliates' actual costs or the charges of third parties under the Processing Agreements. Franchisee further agrees to defend, indemnify and hold harmless Affiliates and Processor(s) from and against all liability, claims, demands, or causes of action or disputes in any way related to or arising out of Franchisee's acceptance of Cards and handling of Card data.

5. **Gift Cards.** DI will sell from time to time gift Cards through merchants, outlets and locations outside Denny's restaurants, and DI will be treated as the owner of the gift Cards and proceeds for all purposes until funds are disbursed for redemption or otherwise. DI and DFO will optimize arrangements for accounting and banking to achieve favorable tax and regulatory treatment of funds. DFO may handle this accounting and disbursement as part of its processing of payment cards, but DFO will not thereby become the owner of DI's gift card assets.

DFO may pay from the system brand building fund costs to produce and advertise gift Cards. With respect to and for the benefit of franchisees, DFO or its assigns will administer and account for the net proceeds from the sale of gift Cards. These funds do not need to be held in a segregated or denominated account, and may be commingled.

Affiliates will use reasonable best efforts to comply with applicable law related to gift cards. To the extent applicable law requires any unredeemed gift Card amount to be escheated, DI will comply, based on the information provided by gift card sellers. To the extent applicable law allows any unredeemed gift Card amount to be taken into income or held without restriction, DI will credit such amounts against fees and expenses of third parties under Processing Agreements.

6. **Third Party Fees and Charges.** Unless expressly provided in Schedule 1, Franchisee shall be solely responsible for payment of any and all third-party fees and charges associated with the use of the Card system, including telecommunications charges, network, interchange or issuer reimbursement fees, the purchase and installation of required devices, or costs of Franchisee's participation in or acquisition of transactions in any network that Franchisee accesses through the Card system ("Third Party Fees"). Franchisee authorizes Processor(s) to deduct such amounts from settlement amounts otherwise due and owing to Franchisee. All such fees will be reflected on DFO invoices.

7. **Taxes and Assessments.** Franchisee shall promptly pay or reimburse Affiliates for sales, use, excise, gross receipts and any other taxes, where applicable, and any other governmental charges levied, imposed or assessed on, or with respect to, the Card system, other than taxes on Affiliates' net income.

8. **Reconciliation of Sales Transactions and Franchise Fees.** Franchisee acknowledges, agrees and instructs Processor(s) to deliver to DFO, as contemplated under this Agreement, Franchisee's sales transaction settlement funds. DFO agrees to reconcile on a regular basis Card sales transactions submitted by Franchisee. The current reconciliation schedule is

attached to this agreement as Schedule 2. DFO may deduct from net receipts received from Processors with respect to Franchisee's Card sales and pay:

- (1) franchise, advertising and any other fees owed by Franchisee under the Franchise Agreement, or with respect to Franchisee's operation of the Restaurant;
- (2) rent, taxes and other charges owed by Franchisee under any sublease with DI, or under a lease with a third party, with respect to the Restaurant;
- (3) fees, charge backs and terminal lease payments, if any;
- (4) amounts owed to Affiliates and their respective successors and assigns under franchise agreements, (sub)leases or other contracts for the other Denny's restaurants (open or closed) operated by Franchisee; and
- (5) amounts owed to Affiliates under franchise agreements, (sub)leases or other contracts for Denny's restaurants (open or closed) operated by franchisees having substantially the same ultimate ownership as Franchisee.

DFO will bill Franchisee for any amounts by which such franchise, advertising, rental or other fees exceed net Card transaction sales credits or will promptly remit to Franchisee any excess of such sales credits over such fees. Franchisee shall remit any such amount due, as set forth in the aforesaid billing, within seven (7) days of mailing. The foregoing payments shall be in lieu of, and supersede, any contrary payment provisions contained in the Franchise Agreement(s) for so long as this Agreement remains in effect. A default under the provisions of this Agreement or the Processing Agreements shall constitute a default under the Franchise Agreement and any other agreement between Franchisee on the one hand and either Affiliate on the other hand.

9. **Limitation on Use and Termination.** Franchisee agrees that utilization of the rights under the Processing Agreements shall be solely in connection with the Restaurant, and rights under any of the Processing Agreements shall terminate upon the earlier of the termination of any such Processing Agreement or of the Franchise Agreement. If any Processing Agreement is terminated and replaced by a successor agreement, Franchisee shall assume all liabilities and receive all rights under such successor agreement unless either Franchisee or Denny's shall elect otherwise in writing.

10. **Term.** DFO may terminate this Agreement at any time upon forty-five (45) days prior written notice. Otherwise, the term of this Agreement coincides with the term of the Franchise Agreement. Franchisee may not terminate this Agreement.

11. **Assignment.** Franchisee may not assign any right, privilege, interest or obligations under this Agreement or the Processing Agreements without the prior written consent of DFO. The rights and obligations of the parties shall inure to the benefit of and be binding upon successors and assigns of each.

12. **Effective Date.** This Agreement shall be effective with respect to all Card transactions which Affiliates are able to process, and Franchisee is required to implement this Agreement as quickly as reasonably possible.

13. **Severability.** If any provision, or portion thereof, of this Agreement is held invalid, illegal, void or unenforceable by reason of any rule or law, administrative order, judicial decision or public policy, then all other provisions of this Agreement shall nevertheless remain in full force and effect.

14. **Entire Agreement.** This Agreement, including the Processing Agreements and documents incorporated by reference, constitutes the entire agreement between the parties concerning Card transactions at the Restaurant and supersedes all prior agreements, negotiations and communications on that subject.

15. **Governing Law.** This Agreement will be governed by and construed in accordance with the laws of the State of South Carolina.

16. **Applicable Law or Regulation.** It is expressly understood that changes in the performance of either party's obligations under this Agreement necessitated by a change in interpretation of any applicable federal or state statute or regulation will not constitute a breach of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth below. Attached to this agreement are:

Schedule 1, Credit Card Billing Rates and Equipment Charges; and
Schedule 2, Settlement Schedule.

<p>DFO, LLC By: Denny's, Inc., Its: Sole Member</p> <p>By: _____</p> <p>Name: _____</p> <p>Its: _____</p>	<p>FRANCHISEE:</p> <p>By: _____</p> <p>Name _____</p> <p>Title: _____</p>
<p>DENNY'S, INC.</p> <p>By: _____</p> <p>Name: _____</p> <p>Title: _____</p> <p>Date: _____</p>	<p>By: _____</p> <p>Name: _____</p> <p>Its: _____</p> <p>By: _____</p> <p>Name: _____</p> <p>Its: _____</p> <p>By: _____</p> <p>Name: _____</p> <p>Its: _____</p>

SCHEDULE 2

Credit Card Funds Settlement Schedule

Credit Card Transaction & Deposit Timing		
Transaction Start	End of Sales Day	Deposit Date
7:00 am Sunday	6:59 am Monday	Wednesday **
7:00 am Monday	6:59 am Tuesday	Thursday
7:00 am Tuesday	6:59 am Wednesday	Friday
7:00 am Wednesday	6:59 am Thursday	Saturday / Monday
7:00 am Thursday	6:59 am Friday	Tuesday
7:00 am Friday	6:59 am Saturday	Tuesday
7:00 am Saturday	6:59 am Sunday	Tuesday

EXHIBIT K

STANDARD ENTERPRISE TECHNOLOGY PLATFORM
AGREEMENT

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

DENNY’S, INC.

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT

Franchisee Name:

Address: (“the “Franchisee”)

This Standard Enterprise Technology Platform Agreement (referenced herein as the “Technology Platform Agreement” or “Agreement”) is made between Denny’s, Inc. (“Denny’s”) and the Franchisee and is made effective as of the final installation date as to each covered location (“Effective Date”), as documented by the parties.

The following documents are incorporated into this Agreement by this reference:

- Signature Page
- General Terms and Conditions
- Exhibit A – Support Services Agreement
- Exhibit B – Approved Hardware and Software
- Exhibit C – Required recurring costs
- Exhibit D – Optional recurring costs
- Exhibit E – Restaurant Locations

This Agreement, including all exhibits and addenda hereto, constitutes the entire agreement between the parties with respect to the subject matter hereof. In the event of a conflict, the provisions of this Agreement shall take precedence over provisions of the body of this Agreement and over any other Exhibit or Attachment. This Agreement supersedes all prior and contemporaneous agreements, proposals or representations, written or oral, concerning its subject matter. No modification, amendment, or waiver of any provision of this Agreement shall be effective unless in writing and signed by the party against whom the modification, amendment or waiver is to be asserted. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the provision shall be modified by the court and interpreted so as best to accomplish the objectives of the original provision to the fullest extent permitted by law, and the remaining provisions of this Agreement shall remain in effect. Notwithstanding any language to the contrary therein, no terms or conditions stated in a Customer purchase order or in any other Customer order documentation shall be incorporated into or form any part of this Agreement, and all such terms or conditions shall be null and void. This Agreement may be executed in counterparts, which taken together shall form one binding legal instrument. The parties hereby consent to the use of electronic signatures in connection with the execution of this Technology Platform Agreement, and further agree that electronic signatures to this Agreement shall be legally binding with the same force and effect as manually executed signatures.

ACCEPTED AND AGREED:

Denny’s, Inc. a Florida corporation	a(n)
By:	By:
Name: Stephen Dunn Its: Executive Vice President	Name:

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

Chief Global Development Officer	
Date:	Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:
	By: Name: Its:

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

General Terms and Conditions

1. DEFINITIONS

1.1. “Contract Year” means the calendar year, which will be prorated as necessary for any partial years at the beginning and end of the term.

1.2. “Technology Platform Agreement” means this Agreement between Franchisee and Denny’s which sets forth all of the terms and conditions applicable to all approved restaurant technology support Services and the basic program of services which may be provided to Franchisee by Denny’s.

1.3. “Franchisee Representative” means the person identified from time to time on the records of DFO, LLC as the primary contact for a particular restaurant, or the person (whether or not an employee of Franchisee or its affiliates) who manages computer systems for Franchisee or its restaurants.

1.4. “Products” means the Hardware and Software, which are set forth in Exhibit B .

1.5. “Hardware” means the computing and related peripheral equipment comprising the approved restaurant technology, and, if utilized by franchisee, the e-learning laptop, all as set forth in Exhibit B.

1.6. “Software” means collectively the software set forth in Exhibit B.

1.7. “Denny’s” means Denny’s, Inc.

1.8. “Franchisee” means the end-user customer of this Agreement or Services.

1.9. “Services” means the help desk support services and menu maintenance services, as further described in Section 2.1 hereof and such other professional services requested by the Franchisee and provided by Denny’s pursuant to this Agreement.

1.10. “Third Party Services” means any services provided by approved third party vendors.

1.11. “Call Center” means the location from which Denny’s provides support services.

1.12. “Confidential Information” means confidential or proprietary information including, without limitation, documents so marked which, were not within the public domain or recipient’s knowledge prior to such disclosure, did not subsequently come into the public domain through no fault of the recipient, or were not developed by the recipient by independent means. Confidential Information will not include any information Franchisee is required to disclose or provide under a franchise agreement.

2. GENERAL REQUIREMENTS

2.1. General. This Agreement establishes the terms and conditions that apply to the basic program of support services provided by Denny’s or its designated approved third parties to franchisees with the Products.

2.1.1. The support services are:

- a. phone support to troubleshoot problems with Hardware and Software and answer procedural questions;
- b. dispatch of Hardware problems to Franchisee’s third party vendor;

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

- c. dispatch of wide-area network problems to Franchisee's third party vendor;
- d. download of Software updates;
- e. menu price and promotion maintenance services; and
- f. recipe maintenance.

2.1.2. Franchisee and DFO, LLC are parties to a separate franchise agreement and in most cases a payment card agreement ("Payment Card Agreement"). Those contracts are not amended in any way by this Agreement. As partial consideration for provision of the Services, Franchisee agrees that Denny's may, on behalf of DFO, LLC, collect:

- a. sales and other data which Franchisee is obligated to report under its franchise agreement; and
- b. menu mix and other data which Denny's aggregates with or from other restaurants from time to time for management purposes.

2.1.3. This right is in addition to any other rights of DFO, LLC or Denny's under the franchise agreement. All sales, menu mix, and other data collected by Denny's is the property of Denny's unless otherwise approved in writing by DFO, LLC.

2.1.4. Menu maintenance services mean Denny's will automatically without notice or consent update the menu files on the approved restaurant technology based on the Denny's standard menu code as established between Franchisee and the Denny's Marketing Dept. This includes adding and dropping products and adjusting prices (pursuant to and consistent with the price levels that Franchisee has previously selected), according to the Denny's system menu cycle from time to time.

2.2. Third Party Requirements. In order to receive the Services, Franchisee must continually during the term at its sole expense maintain in effect and good standing:

- 2.2.1. an arrangement with a third-party Hardware repair vendor approved by Denny's from time to time for the approved restaurant technology;
- 2.2.2. a current license and/or subscription for and updated version of all software approved from time to time for the approved restaurant technology;
- 2.2.3. an arrangement with a third-party communications vendor approved by Denny's from time to time for the approved restaurant technology; and
- 2.2.4. an arrangement with the particular third-party credit card processor approved by Denny's for company and franchised restaurants.

This obligation is in addition to and does not amend any similar obligation of Franchisee under the franchise agreement or any credit card agreement.

2.3. Standard Procedures and System Requirements. In order to receive the Services, Franchisee must (a) continually during the term, at its sole expense, comply with the requirements set forth in Denny's operations manual; (b) continually comply with the Computer System and Technology Platform requirements (as "Computer System" and "Technology Platform" are defined in the Franchise Agreement); and (c) comply with all other obligations and requirements set forth in Section 5 of the franchise agreement ("Improvements, Fixtures and Equipment").

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

2.4. Acceptance of Additional Terms. The Franchisee accepts the additional terms in an agreement by doing any of the following: a) signing the agreement; b) using the Services; or c) making any payment for the Services.

3. PAYMENT

3.1. Fees. The Franchisee will pay to Denny's the fees set forth in and according to each applicable Agreement. Denny's obligations and the Franchisee's rights under this Agreement are conditioned upon the Franchisee's payment of such fees and charges when due.

3.2. Payment. The Franchisee will pay a weekly fee billed through Denny's franchise finance department. This weekly payment must be paid using credit card sales of Franchisee who has a Payment Card Agreement in effect (whether or not for the locations covered by this Agreement) if Franchisee authorizes DFO, LLC to: collect from any amounts payable to Franchisee under any such Payment Card Agreement, amounts due under this Agreement and to remit such amounts to Denny's on Franchisee's behalf. Except as otherwise set forth, Franchisee will pay all invoices from Denny's within thirty (30) days of each invoice date.

3.3. Disputed. If the Franchisee legitimately disputes any invoice amount, then the Franchisee will within thirty (30) days of the invoice date: (a) pay to Denny's the undisputed amount of the invoice; and (b) provide Denny's a detailed written description of the disputed amount and the basis for the Franchisee's dispute with such amount. The Franchisee will cooperate with Denny's in resolving the disputed invoice amounts and then promptly paying amounts due.

4. WARRANTIES

4.1. Disclaimer. At the request of some franchisees, Denny's agrees to make available Denny's own trained employees who were serving Denny's company restaurants. Denny's is not in the business of providing computer services and agreed to enter into this Agreement only with a broad and strict limitation of any liability it might incur.

4.2. EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, DENNY'S MAKES NO PROMISES, REPRESENTATIONS, OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO THE PRODUCTS INCLUDING THEIR CONDITION, THE EXISTENCE OF ANY LATENT OR PATENT DEFECTS, MERCHANTABILITY, OR FITNESS FOR ANY PARTICULAR PURPOSE OR USE BY FRANCHISEE. DENNY'S MAKES NO PROMISES, REPRESENTATIONS, OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO THE NATURE AND QUALITY OF ANY PERFORMANCE BY DENNY'S UNDER THIS AGREEMENT.

5. RELEASE AND INDEMNIFICATION

5.1. Release and Indemnification by the Franchisee. The Franchisee, on behalf of itself, its affiliates, and their respective owners, officers and directors ("Indemnifying Parties"), will indemnify, defend and hold harmless Denny's, its subsidiaries, parent and affiliates, shareholders, directors, officers, employees and agents ("Indemnified Parties") against and reimburse any one or more of the Indemnified Parties for any and all losses, claims, costs, expenses (including attorneys' fees), damages and liabilities arising out of or from or related to, any claims, directly or indirectly, arising out of or from or related to: (i) any breach of this Agreement or of any representation or warranty by the Franchisee, (ii) a negligent act, fraud or omission of the Franchisee, its agents, representatives, or employees, including without limitation any Franchise Representative, or (iii) any damages, except as expressly provided herein, of any kind or nature sustained or alleged due to the Franchisee's use or license of the Products or Services. To the fullest extent permitted by law, Franchisee, on behalf of itself and its affiliates, and each of their respective successors and assigns, hereby releases and forever discharges Denny's and its parents and affiliates, and each of their respective successors, shareholders, representatives, members, assigns, agents, employees, officers and directors (the "Denny's Released Parties"), of and from any claims, debts,

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

liabilities, demands, obligations, costs, expenses, actions, and causes of action of every nature, character and description, known or unknown, vested or contingent, which Franchisee now owns or holds or has at any time heretofore owned or held, or may at any time own or hold against the Denny's Released Parties arising prior to and including the Effective Date, arising under or relating to the negligence or wrongful act of Denny's Call Center or its agents or employees arising out of Denny's performance. This release will survive expiration or termination of the franchise agreement and is in addition to any other release or similar agreement in the franchise agreements or other agreement between Denny's and Franchisee. With regard to any acts or omissions covered under this release, Franchisee agrees not to commence any action, lawsuit, or legal proceeding, or file any charge or complaint with any federal, state, or local agency, against the Denny's Released Parties.

5.2. Agreements or Transactions subject to California Law. Franchisee expressly acknowledges that the general release in this and related agreements includes known or unsuspected claims. Franchisee specifically waives the benefit of the provisions of Section 1542 of the Civil Code of the State of California ("Section 1542"), which provides as follows:

"A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR"

Franchisee understands and acknowledges the significance and consequence of this specific waiver of the provisions of Section 1542, and hereby assumes full responsibility for any damage, loss, or liability which it may incur by reason of such waiver.

6. LIMITATIONS

6.1. Limitation of Liability. Notwithstanding any other provision of this agreement, the liability of Denny's to the Franchisee for any claim whatsoever related to the Products or Services, including any cause of action sounding in contract, tort, strict liability or otherwise, is limited to the total amount of Fees paid within the most recent three (3) months with respect to the Products or Services from which such liability arises. In no event will any director, officer, employee or agent of Denny's be bound by or be personally liable for, the liabilities or obligations of Denny's.

6.2. Exclusion of Lost Profits and Consequential Damages. IN NO EVENT WILL DENNY'S, ITS AFFILIATES, OR THEIR DIRECTORS, OFFICERS, EMPLOYEES OR AGENTS BE LIABLE TO THE FRANCHISEE, ITS AFFILIATES, OR THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES OR AGENTS FOR ANY INCIDENTAL, SPECIAL, EXEMPLARY OR CONSEQUENTIAL DAMAGES, OR LOSS OF PROFITS, ARISING FROM OR RELATED TO A BREACH OF THIS AGREEMENT, OR USE OF THE PRODUCTS OR SERVICES OR ANY PORTION THEREOF, OR LIABLE FOR ANY CLAIMS OR DEMANDS BROUGHT AGAINST THE FRANCHISEE BY ANY OTHER PARTY, EVEN IF DENNY'S HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH CLAIMS OR DEMANDS. IN NO EVENT WILL DENNY'S, ITS AFFILIATES, OR THEIR DIRECTORS, OFFICERS, EMPLOYEES OR AGENTS BE LIABLE TO THE FRANCHISEE, ITS AFFILIATES, OR THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES OR AGENTS FOR DAMAGES (REGARDLESS OF THEIR NATURE) FOR ANY DELAY OR FAILURE BY DENNY'S TO PERFORM ITS OBLIGATIONS UNDER THIS AGREEMENT DUE TO ANY CAUSE BEYOND DENNY'S REASONABLE CONTROL; OR CLAIMS MADE A SUBJECT OF A LEGAL PROCEEDING AGAINST DENNY'S MORE THAN TWO YEARS AFTER ANY SUCH CAUSE OF ACTION FIRST AROSE.

6.3. Force Majeure. Denny's is not responsible for delays or failures in its performance resulting from acts or omissions beyond its control, including but not limited to, delay or failure caused by fire, flood, explosion, war, embargo, government requirement, civil or military authority, act of God, pandemic, epidemic, act or omission of carriers; or from any events, acts, or omissions attributable

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

to the manufacturer or the vendor of any Products or providers of Third Party Services to Denny's or Franchisee; or other similar causes beyond Denny's control. Each party will (i) promptly notify the other in writing of any such event of force majeure, its expected duration, and its anticipated effect on the ability of such party to perform its obligations, and (ii) make reasonable efforts to perform its obligations hereunder.

7. TERMINATION

7.1. Notwithstanding any language to the contrary in Section 8.4 hereof, unless otherwise required by Franchisee's franchise agreement, this Agreement may be terminated by either party, as to any or all covered locations, thirty (30) days after written notice. Upon termination, Franchisee must remove all third-party software and services used in connection with the approved restaurant technology or obtain use rights at Franchisee's sole expense.

8. SERVICES

8.1. Denny's Services. The Services will be standard offerings unless expressly noted that the Services are customized to the Franchisee's specific requirements. Standard help desk services will automatically renew on an annual basis until either Denny's or the Franchisee terminates such Services.

8.2. Changes to Services. Denny's may change the terms of Services that are renewable or not expiring upon thirty (30) days written notice to the Franchisee. As to renewal transactions, the changes will be effective as of the date specified in the written notice. Upon receipt of written notice of a change to the terms of Services, the Franchisee may terminate the Services subject to the change by giving written notice of such termination, which will be effective thirty (30) days after Denny's receipt of such notice, unless a later date is expressly stated in the notice.

8.3. Service Standard. All Services will be performed in a professional and workmanlike manner, with Franchisee acknowledging that Denny's is not engaged in the business of providing computer support. Denny's sole obligation is to make such changes and corrections as may be required with respect to the Services reported to it within ninety (90) days of the date on which Denny's completed such Services. Denny's has no liability or responsibility if (i) the Services performed by Denny's have been used or acted upon in any manner or in any environment inconsistent with the intended purpose of such Services, (ii) any of the Products are modified or repaired in any manner which causes them to differ from the standard configuration for the approved restaurant technology in company restaurants or which adversely affects the operation or reliability thereof, or (iii) if any equipment or software or other material utilized therein is used contrary to manufacturer's instructions, or altered by persons not trained by Denny's, or not authorized or approved for Third Party Services. The Products were designed and first sold by third parties, Franchisee elected to purchase or continue using the Products, and Denny's does not warrant them in any way.

8.4. Service Term and Termination.

8.4.1. Denny's may, without further obligation to the Franchisee, immediately terminate or suspend the Services to the Franchisee by written notice to the Franchisee if the Franchisee:

- a. fails to make any payment to Denny's within ten (10) days after Denny's notified the Franchisee in writing of such failure;
- b. fails to perform or comply with any of its non-monetary duties or obligations specified in this Agreement and fails to remedy such failure within thirty (30) days after written notice of such failure is given to the Franchisee. If the failure cannot reasonably be cured within the thirty (30) day period and the

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

Franchisee has diligently and in good faith commenced action to cure such failure, the Franchisee has an additional thirty (30) days to cure such failure, or

- c. files, or has filed against it, any state or federal bankruptcy or insolvency proceeding that is not dismissed within sixty (60) days of the date filed.

8.4.2. The Franchisee may, without further obligation to Denny's (except for payment for Services performed prior to the date of termination), immediately terminate the Services by written notice to Denny's if Denny's:

- a. fails to perform or comply with any of its material duties or obligations and fails to remedy the failure within thirty (30) days after written notice of the failure is given to Denny's. If the failure cannot reasonably be cured within the thirty (30) day period and Denny's has diligently and in good faith commenced action to cure such failure, Denny's has an additional thirty (30) days to cure such failure; or
- b. files, or has filed against it, any state or federal bankruptcy or insolvency proceeding that is not dismissed within sixty (60) days of the date filed.

8.4.3. The termination or expiration of this Agreement will not terminate or affect the Franchisee's obligation to make payments to Denny's for Services performed by Denny's prior to such termination or expiration.

8.5. Confidential Information. During the course of Denny's performance of the Services, the parties may disclose to each other Confidential Information. All such Confidential information remains the sole and exclusive property of the party making the disclosure and may be used by the recipient and its employees and agents solely to permit the recipient to perform its obligations. The parties agree that they will use the same degree of care to protect the Confidential Information they receive as they use to protect their own confidential information.

9. MISCELLANEOUS

9.1. No Waiver. The waiver of a breach may be effected only by writing signed by the waiving party, is not a waiver of any other or subsequent breach, and does not alter the provision or affect Denny's right to terminate this or any related agreement. No delay or failure of either party in exercising any right, nor any partial exercise, waives any rights under contract or at law.

9.2. Binding Effect. This agreement binds both the parties, their respective heirs, personal representatives, successors and assigns, and without limitation, any corporate successor by merger, consolidation or other corporate reorganization.

9.3. Entire Agreement; Amendments. This Technology Platform Agreement, including all components and attachments which are expressly identified (and which are incorporated into this Agreement by reference), constitutes the entire agreement between the parties with respect to support services for the approved restaurant technology and supersedes any and all prior and contemporaneous representations, proposals, agreements, negotiations, advertisements, statements, or understandings, whether oral or written. No amendment to this Agreement will bind either party unless such amendment is in writing and is executed by authorized representatives of both parties. If this Agreement is translated into another language, the English language version controls if any dispute or question of interpretation arises concerning this Agreement.

9.4. Notice. Any notices required or permitted under this Agreement will be in writing and will be effective when delivered in person or sent by certified mail (return receipt requested, with proper postage affixed) or by personal courier to the address set forth in this Agreement or any more

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

recent address of which the sending party has been apprised. This Agreement and all notices hereunder must be in the English language.

9.5. Independent Contractor. The parties agree that Denny's Call Center will provide services and that the relationship between Denny's Call Center and the Franchisee is that of independent contractor. Denny's Call Center is not an agent or employee of the Franchisee for any purpose. This Agreement implies or creates no other relationship between Denny's Call Center and the Franchisee.

9.6. Survival. The Franchisee's obligation to pay any outstanding fees or expenses survives termination, cancellation or expiration of this Agreement.

END OF GENERAL TERMS AND CONDITIONS

Exhibit A

Support Services Agreement

This Exhibit A sets forth the additional terms and conditions applicable to the approved restaurant technology support services to be provided by Denny's to the Franchisee. This Exhibit A is an integral part of the Technology Platform Agreement. Capitalized terms have the meaning set forth in the Agreement.

Denny's Call Center serves Denny's company restaurant point of sale computer software and systems including integration, call center support services, consulting and other services. The Franchisee desires to engage Denny's Call Center to provide approved restaurant technology help desk support services and Denny's desires to provide such services as described below and subject to the terms and conditions set forth in this Agreement.

1. Franchisee requests and Denny's agrees that, upon execution of this Agreement, Denny's will provide Franchisee with approved restaurant technology help desk support services in consideration for payment of the approved restaurant technology support service fees.

(a) Franchisee Representative will promptly be available to assist Denny's Call Center representative in problem diagnoses and to provide to Denny's, and to make necessary arrangements for, Denny's access to and use of all information, data, documentation, computer time, computer programs, computers (via communications) as may be reasonably required by Denny's. Denny's has no responsibility or liability for service delays caused by the Franchisee Representative's failure to satisfy such obligations in a timely manner.

(b) The Franchisee will call 1-800-801-6156 or other number designated by Denny's for approved restaurant technology support. Denny's is not responsible for return calls delayed by circumstances beyond Denny's reasonable control (including, without limitation, telephone failures, or a busy or not answered telephone line at Franchisee's site).

(c) For Hardware-related service calls, Denny's Call Center will contact the designated service provider for the relevant Hardware, communicate the Franchisee Representative's problems, and provide said service provider with the necessary information for contacting and assisting the Franchisee directly.

2. Unless Franchisee is notified in advance for scheduled closures or the Denny's Call Center is inoperable for reasons beyond Denny's control, the Denny's Call Center is available three hundred sixty-five (365) days a year, twenty-four (24) hours a day.

3. The fee for help desk support services as described in the Agreement is found in Exhibit C.

4. The current annual fees for required software are listed in Exhibit C. The applicable annual fees will be billed to Franchisee's franchise finance account during the first quarter each year.

This Agreement remains in effect (unless otherwise noted in the information above) until the end of the Contract Year, and unless it is terminated, automatically renews for successive additional periods of one (1) Contract Year.

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

Exhibit B

Approved Hardware and Software for Standard Enterprise Technology Platform

Restaurant Technology – Supported Software and Hardware		
Classification	Vendor	Description
Software	Altametrics	Optional Inventory & Labor Scheduling
	RemoteLink	Software Delivery / Data Polling
	Symantec Ghost Acronis	Imaging software
	Windows 10, Windows 10 IoT, Windows 7, WEPOS, POSReady 2009. POSReady	Operating Systems
	Xpient IRIS, Xenial	POS Software
	Carbon Black /Bit9 Trend Micro	Endpoint security suite
	Cisco – Meraki	Mobile Device Management (MDM) platform / Switch and Firewall Management
	Verifone POINT SCA, Flex, Payware Connect, VHQ	Managed secure payments platform
Classification	Vendor	Description
Hardware	IBM, Toshiba, Microsoft, Samsung,	POS Terminals – Server & Cashier Tablets
	Invue	Tablet enclosure and charging systems
	Epson, Bixelon	Thermal receipt printers
	Epson, Bixieon	Impact grill printers
	Motorola, Zebra	2D Barcode scanner/imager
	HP, Lenovo	BOH PC & Monitor
	Intel, Logic Controls, Bematech	KVS Controllers and Bump Bars
	HP, Brother, Epson	Office printer, multi-function device
	Hughes Network Systems Fortinet, Aruba Comcast Business Meraki	Managed network gear. Firewall, Wi-Fi access points, VSAT and 4G network access equipment and Managed Switch
	Cisco	Managed Network Switch
	Granite Polycom, Obihai Comcast Broadsoft	Voice over IP / Auto Attendant
	Verifone	Secure payment terminal
	Fiserve, Clover	Wireless secure payment terminal

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

Exhibit C

Required recurring costs as of May 1, 2023*

Recurring Cost	Monthly	Annual Total
<i>Fees assessed annually and collected through DFO billing. The applicable annual fees will be billed to Franchisee's franchise finance account.</i>		
Remotelink		\$60.00
Endpoint Protection – BOH, POS, KVS \$22.00 per device per year (Avg 9 devices estimated)		\$198.00
<i>Fees assessed monthly and collected through DFO billing</i>		
Brand Technology Fee (Support & Menu Maintenance Support)	\$238.00	\$2,860
Xpient/Xenial POS	\$125.00	\$1,500.00
Verifone Payment Terminals \$26 per month per terminal (Avg 2 devices)	\$52.00	\$624
<i>Fees assessed monthly and billed directly by the Vendor</i>		
Comcast Business – Managed Network Broadband/4G Backup/Managed Wi-Fi(2ap)/Managed Switch/Next Business Day Service Plan <i>This is an estimate as prices will vary based on local product availability.</i>	\$290	\$3,480.00
<i>The required fees listed here are intended to describe costs associated with the core Enterprise Technology Platform. Other programs such as Denny's On Demand (DOD) may include additional costs that are not referenced here but will be described in the DFO's franchise disclosure documents and/or contracts.</i>		

* Support fees are subject to change based on the actual cost of overall support for the brand.

STANDARD ENTERPRISE TECHNOLOGY PLATFORM AGREEMENT (CONTINUED)

Exhibit D

Optional recurring costs as of May 1, 2022*

Recurring Cost	Monthly	Annual Total
<i>Fees assessed monthly and collected through DFO billing</i>		
Altametrics eRestaurant Labor Scheduling	\$74.18	\$890.16
Altametrics eRestaurant Inventory	\$30.80	\$361.60
Hardware Maintenance	\$145.00-\$165.00	\$1,740.00-\$1,980.00
<i>Fees assessed monthly and billed directly by the Vendor</i>		
Comcast Business Premium Service Plan <i>Premium Service plan same day with weekend support</i>	\$15.00	\$180.00
Comcast Business Optional Equipment Cabinet Bundle <i>Equipment enclosure install with WattBox remote reset APU</i>	\$15.40	\$184.80
Comcast Additional Access Points <i>1 Meraki MX36 Access point</i>	\$19.00	\$228.00
Comcast Business WattBox remote reset APU only <i>Device that allows Comcast to remotely reboot the cable modem if it loses connection; includes next business day support</i>	\$10.00	\$120.00

* Support fees are subject to change based on the actual cost of overall support for the brand.

Exhibit E

Restaurant Locations

Restaurant Number	Restaurant Address (Street, City, State)	Franchise Corporation	Franchise Primary Signatory

EXHIBIT K-1

DENNY'S ON DEMAND AGREEMENT

DENNY'S ON DEMAND ENROLLMENT & AGREEMENT

Franchisee Name:

AUTHORIZED OPERATOR AGREEMENT

This Authorized Operator Agreement (the "Agreement"), effective as of _____ (the "Effective Date"), is made by and between Mobo Systems, Inc., a Delaware corporation with a business address at 26 Broadway, 24th Floor, New York, New York 10004 ("Olo") and _____ with a business address at _____ ("Operator").

RECITALS

WHEREAS, Operator is an authorized franchisee of Customer ("Customer");

WHEREAS, Customer has entered into an agreement ("Master Services Agreement") with Olo, whereby Olo shall exclusively provide white label (retailer-branded) digital ordering and delivery solutions to Customer and its franchisees; and

WHEREAS, Operator desires to use the Licensed Applications made available to Customer pursuant to the Master Services Agreement which terms are incorporated herein, and Olo desires to make available such Licensed Applications for use by Operator, all pursuant to the terms and conditions of this Agreement. For purposes of this Agreement, the "Licensed Applications" means the means the software and systems that are developed and operated by Olo to provide white-label digital ordering solutions and delivery services (Dispatch) to its customers generally.

NOW, THEREFORE, the parties agree as follows:

1. Fees and Expenses; Payment Obligations

Olo's fees for the use of the Licensed Applications are set forth below. Olo shall invoice the Operator for the fees payable under this Agreement once a month for the prior month. Olo will automatically withdraw funds from the Operator through an Electronic Funds Transfer (EFT) transaction from an account designated by Operator within the first five (5) business days of the month for the previous month's fees. Operator acknowledges that it shall be solely responsible to Olo for the fees specified herein, and that Customer shall have no responsibility or obligation to Olo for such fees.

Monthly Program Fee	<i>Monthly recurring fee, per active location (includes Account Management, menu and pricing updates).</i>
	Fixed Fee: \$39.00 per active location
	\$0.19 per transaction
	Dispatch Fee \$0.06 per transaction and contribute \$0.86 per order toward the delivery service provider
Store Activation Fee	<i>One-time fee for all future locations enabled for Olo Services. Fee includes Applicable Menu creation, POS integration, dashboard configuration and other initial setup procedures.</i>
	\$250 per location.
Store Transfer Fee	<i>Applied when new Operator takes over store location.</i>

	\$100 per location
Applicable Taxes	<i>All Olo fees are subject to applicable sales tax.</i>

Operator shall pay applicable sales, use, excise, value-added, services, consumption and other taxes and duties, excluding income and similar type taxes, imposed on its purchase of Services from Olo provided that such taxes are separately stated on the initial invoice. Olo will be liable for any interest or penalties associated with late payment of any taxes: (a) collected by Olo from Operator where such taxes are not remitted to the taxing authority; and (b) where such interest and penalties are billed by the taxing authority as a direct obligation of Olo and charged to Olo directly by the taxing authority, resulting from Olo's failure to collect or remit such taxes where Olo had a legal obligation to do so. Operator shall pay such taxes to Olo as invoiced and Olo shall remit such payments to the appropriate taxing authority. The parties shall cooperate with each other to enable the parties to determine accurately their respective tax liabilities and to reduce such liabilities to the extent permitted by law and where Olo does not collect tax at the request of Operator, Olo shall, notwithstanding anything to the contrary above, have no liability for interest and penalties related to such tax. Sales, use or similar taxes will not be calculated or billed on transactions that are exempted or excluded from the imposition of tax by applicable law. Operator shall provide Olo with any resale certificates, exemption certificates, or such other similar information as may reasonably be requested. Operator will make every reasonable effort to accrue applicable use tax on transactions when Olo is not legally required to or does not collect sales, use or similar taxes.

2. License; Intellectual Property Rights

a. License.

- i. Subject to the terms and conditions of the Agreement, Olo hereby grants to Operator, during the Term (as defined herein), a non-exclusive, non-sub licensable, non-transferable license to access and use for itself and its customers the Licensed Applications in the United States. Operator's use of Dispatch shall be governed by the terms and conditions set forth in Exhibit A attached hereto. Operator shall not (i) assign this Agreement to any third party (it being understood that any such assignment shall be void ab initio); and (ii) transfer or sell the Licensed Applications (it being understood that Operator may permit its customers to access the Licensed Applications solely for the expressed purpose of this Agreement). A breach of the obligations set forth in this Section 2 by Operator shall constitute a material breach of this Agreement by Operator. Updates to the Licensed Applications shall be made in the sole discretion of Customer, as negotiated with Olo.
- ii. Olo hereby grants to Operator a limited, non-exclusive license to use Olo promotional materials and Olo trademarks and logos for the marketing and promotional purposes in connection with the Licensed Applications, including as directed by Customer. Operator shall not be permitted to alter or modify any Olo trademarks or logos. All other use of Olo trademarks and logos shall be subject to the prior approval of Olo. Operator shall not use any Olo promotional materials or Olo trademarks or logos in any way that suggests or implies that Olo endorses Operator's or Customer's products or services. All use of Olo trademarks and logos, and all goodwill derived from such use, shall inure to Olo.
- iii. During the Term (as defined herein), the Licensed Applications will be operational and available to Operator and its customers in the manner contemplated by this Agreement.

b. Intellectual Property Rights.

- i. As between Operator and Olo, Operator hereby acknowledges and agrees that Olo owns all right, title and interest, including all copyrights and other intellectual property and proprietary rights, in and to the Licensed Applications, all custom developed documents, designs, computer programs, computer systems, computer documentation and other

work product authored or prepared by Olo upon the request of Customer pursuant to the Master Services Agreement.

- ii. Nothing herein shall alter any agreement between Customer and Operator concerning the ownership or use of Customer intellectual property other than the Licensed Applications, including without limitation Customer trademarks or logos.

3. Confidential Information

The parties acknowledge and agree that in the course of fulfilling their obligations hereunder, each party may have access to information of material of the other party that is commercially valuable to both companies and not generally known in the industry (as further described below, "Confidential Information"). During and after the term of this Agreement, each party agrees not to: (a) disclose Confidential Information of the other party to any person other than its employees, agents or independent contractors who have a need to know the same in connection with performance of this Agreement, and who are under obligations of confidentiality substantially similar to this Section 5; or (b) use the Confidential Information of the other party for any purpose other than performing its obligations under this Agreement. Confidential Information includes, but is not limited to: (i) any and all versions of proprietary computer software and any documentation related thereto; (ii) technical information concerning products and services, including product data and specifications including, but not limited to, the integration specifications, know-how, formulae, diagrams, flow charts, drawings, hardware configuration information, source code, object code, test results, processes, inventions, research projects and product development; (iii) any and all version of any designs, patents, trademarks, or copyrightable works, discoveries, formulae, processes, manufacturing techniques, trade secrets, inventions, improvements, ideas, business plans; (iv) information concerning each party's business plans or strategies, pricing or menu information, and markets and marketing methods; (v) information submitted by each party's customers, suppliers, employees, or business partners for study, evaluation or use; or (vi) any other information not generally known to the public or by actual or potential competitors of either party.

Each party agrees to treat the other party's Confidential Information in the same manner as it treats its own Confidential Information, to take reasonable security precautions to safeguard the other party's Confidential Information from theft or from access by unauthorized persons, to not use the other party's Confidential Information in any way detrimental to such party, and to not, directly or indirectly, disclose or divulge the other party's Confidential Information to any third party without the prior written consent of the other party.

The receiving party shall have no obligation with respect to Confidential Information of the other party that: (i) is or becomes publicly known through no wrongful act, fault or negligence of the receiving party; (ii) was disclosed to the receiving party by a third party who was free of obligations of confidentiality to the party providing the information; (iii) is approved for release by prior written authorization of the other party; or (iv) is publicly disclosed pursuant to a subpoena, court order, requirement or request of a governmental agency, or where such disclosure is required by operation of law.

In no event may this Agreement be reproduced or copies shown to any third parties without the prior written consent of the other party, except as may be necessary by reason of legal, accounting, tax or regulatory requirements, in which event Olo and Customer agree to exercise reasonable diligence in limiting such disclosure to the minimum necessary under the particular circumstances. The parties further agree that where this Agreement or their respective contents have to be disclosed to any regulatory or statutory body, then the parties shall use their commercially reasonable efforts to seek undertakings from such regulatory or statutory body to prevent the disclosure of this Agreement or their respective contents into the public domain.

In addition, each party shall give notice to the other party of any demands to disclose or provide Confidential Information received from any third party under lawful process prior to disclosing or furnishing Confidential Information, and shall cooperate in seeking reasonable protective arrangements requested by the other party. Either party may disclose or provide Confidential Information of the other party requested by a government agency having jurisdiction over the party; provided that the party uses its commercially reasonable efforts to obtain protective arrangements satisfactory to the party owning the Confidential Information. The party owning the Confidential Information may not unreasonably withhold approval of protective arrangements.

The receiving party shall notify the disclosing party immediately upon becoming aware of any actual or suspected breach of the security of disclosing party's Confidential Information. A breach of security refers to any known or suspected breach or default in the confidentiality, integrity, accuracy, security or privacy of disclosing party's Confidential Information.

If a party uses or discloses or attempts to use or disclose any of the Confidential Information in contravention of this Agreement, then in addition to other available remedies, the party who owns the Confidential Information shall have the right to injunctive relief enjoining any such use, disclosure or attempt to use or disclose, it being acknowledged that legal remedies are inadequate.

4. User Data

For purposes of this Agreement, "Application Data" means all data transmitted through, or collected by, the Licensed Applications, including, without limitation all personally identifiable information ("End User" data), and all data and information concerning End Users utilizing the Licensed Applications. Operator acknowledges and agrees that all Application Data is confidential information and intellectual property of Customer, and Operator's access and use of Application Data is prohibited and/or restricted pursuant to agreements between Customer and Operator. Operator further acknowledges and agrees that Olo will not provide Application Data to Operator without the prior written approval of Customer.

5. Representations and Warranties

Each party represents and warrants that it has the legal power and authority to enter into this Agreement. Olo represents and warrants that it will provide the Licensed Applications in accordance with this Agreement and in a manner consistent with general industry standards reasonably applicable to the provision thereof. Operator represents and warrants that it and each of its employees, contractors and authorized representatives are fully compliant with all applicable Payment Card Industry data security and other standards as well as all other applicable rules, regulations and laws.

OLO MAKES NO REPRESENTATION OR WARRANTY OTHER THAN THOSE SET FORTH IN THIS AGREEMENT. THE WARRANTIES STATED IN THIS AGREEMENT ARE IN LIEU OF ALL OTHER WARRANTIES AND CONDITIONS EXPRESSED OR IMPLIED INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

6. Indemnification

Olo shall indemnify and hold harmless Operator and defend any action, suit, or proceeding brought against Operator (i) alleging that any Olo intellectual property ("Olo IP") infringes any United States patent, trademark or copyright of a third party; (ii) caused by the grossly negligent acts or omissions, or willful misconduct in performing under this agreement by Olo; or (iii) any of the acts or omissions of Olo's third party providers as part of the "Dispatch" Delivery Service , and Olo shall indemnify and hold Operator, its officers, directors and employees, harmless against damages finally awarded against Operator, costs, expenses, and losses (including, without limitation, court costs and reasonable attorneys' fees and expenses) in connection with any such action, suit or proceeding; provided, that (i) Operator notifies Olo promptly in writing of the claim in question, (ii) Olo has sole control of the defense and all related settlement negotiations, and (iii) Operator provides Olo with all commercially reasonable assistance, information and authority to perform the above at Olo's expense. In the event that Operator's use of the Olo IP is enjoined by a court of competent authority, Olo shall, at its sole option and at its expense, either (I) procure for Operator the right to continue using of the Olo IP, or (II) modify the Olo IP to avoid infringement without material impairment of their functionality. THIS SECTION STATES OLO'S SOLE LIABILITY HEREUNDER WITH RESPECT TO INFRINGEMENT OF ANY INTELLECTUAL PROPERTY AND PROPRIETARY RIGHTS.

Operator shall indemnify, defend and hold Olo and each of its subsidiaries and affiliates, and each of their respective past or present officers, directors, agents, servants, employees, stockholders, predecessors, successors or assigns, and all persons acting by, through, and under, or in concert with them, harmless against all losses, damages, claims, liabilities, and expenses (including reasonable legal fees) resulting from (i) any of its acts or omissions or the acts or omissions of its employees, contractors or representatives hereunder; (ii) it's grossly negligent acts or omissions, or willful misconduct in performing under this Agreement; (iii) Olo's release of Operator data (including PII if the release of such information was either requested by Operator or approved by End User); and (iv) claims that materials supplied by it infringe or conflict with the rights of third parties. Operator is responsible under this section for the actions of its employees, customers, agents, and subcontractors.

7. Limitation of Liability

EXCEPT FOR INDIRECT DAMAGES AS A RESULT OF EITHER PARTY'S INDEMNIFICATION OBLIGATIONS HEREIN, IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER PARTY FOR (A) ANY LOST PROFITS OR CONSEQUENTIAL, INDIRECT, PUNITIVE, EXEMPLARY, SPECIAL, OR INCIDENTAL DAMAGES ARISING FROM OR RELATING TO THIS AGREEMENT, WHETHER SOUNDING IN CONTRACT,

TORT OR OTHERWISE, EVEN IF ONE OR BOTH PARTIES KNEW OR SHOULD HAVE KNOWN OF THE POSSIBILITY OF SUCH DAMAGES; AND (B) EXCEPT FOR EITHER PARTY'S INDEMNIFICATION OBLIGATION HEREIN, EACH PARTY'S TOTAL CUMULATIVE LIABILITY ARISING FROM OR RELATING TO THIS AGREEMENT WILL NOT EXCEED THE AMOUNT OF FEES PAID BY OPERATOR UNDER THIS AGREEMENT. THE PARTIES ACKNOWLEDGE THAT THE TERMS OF THIS SECTION 7 REFLECT THE ALLOCATION OF RISK SET FORTH IN THIS AGREEMENT AND THAT THE PARTIES WOULD NOT HAVE ENTERED INTO THIS AGREEMENT WITHOUT THESE LIMITATIONS OF LIABILITY.

8. Term and Termination

- a. Term – Generally. This Agreement shall remain in force for three (3) years from the Customer “go-live” date (when the Licensed Applications are live to end users (the “Initial Term”). At the end of the Initial Term, this Agreement shall be renewed, upon acknowledgment by Olo and Operator, for successive one (1) year periods (each a “Renewal Term” and collectively with the Initial Term, the “Term”) unless, at least sixty (60) days prior to any Renewal Term, either party notifies the other that this Agreement shall not be renewed. This Agreement may terminate earlier as provided in this Section 8 or as the parties may otherwise agree in writing.
- b. Termination of the Master Services Agreement. This Agreement shall automatically terminate if and when the Master Services Agreement is terminated between Olo and Customer.
- c. Termination of Franchise Agreement/Elimination of Location. This Agreement shall automatically terminate as to a franchised location if and when (i) the franchise agreement between Customer and Operator is terminated, in which case this Agreement shall terminate as to all Customer franchised locations of Operator, or (ii) Operator no longer owns and operates the franchised location, in which case, this Agreement shall only terminate as to such franchised location.
- d. Termination for Cause; Reasonable Opportunity to Cure Breach. If a party breaches any material provision of this Agreement, the non-breaching party may terminate this Agreement by giving 30 days' notice to the other party, except that such a termination shall not take effect if the breaching party cures the breach before the end of such 30-day period.

9. Miscellaneous

- a. Notices. All notices and other communications sent under this Agreement will be in writing and (i) hand delivered; or (ii) delivered by prepaid overnight courier;. Communications will be sent to the persons at the addresses set forth on the signature page hereof or such other persons/addresses as the parties subsequently may specify in writing.
- b. Governing Law. This Agreement will be governed by the laws of New York, without regard to conflict of laws principles. The parties consent to the exclusive jurisdiction and venue of courts in New York County, New York in all disputes arising out of, or relating to, this Agreement.
- c. Assignment. This Agreement will bind and inure to the benefit of the parties and their respective permitted successors and assigns. Except as specified herein, neither party may assign its rights or delegate its duties under this Agreement (whether directly or indirectly, by operation of law or otherwise) without the prior written consent of the other, which consent will not be unreasonably withheld or delayed. In the event of a merger, acquisition or sale of substantially all of the assets or business of a party (or any substantially similar transaction), such party will be entitled, without notice, to assign this agreement to a successor or otherwise in connection with such transaction, so long as the assignee accepts the obligations hereunder in writing. Any purported assignment of rights or obligations, except as expressly permitted herein, will be null and void.
- d. Severability. The provisions of this Agreement other than Section 6 are severable, and the unenforceability of any such provision of this Agreement will not affect the enforceability of the remainder of this Agreement. The parties acknowledge that it is their intention that if any provision of this Agreement other than Section 6 is determined by a court to be unenforceable as drafted, that provision should be construed in a manner designed to effectuate the parties' purpose in agreeing to that provision to the greatest extent possible under applicable law.

- e. Relationship of Parties. The parties acknowledge that Olo is an independent contractor of Operator, and Olo's employees are not employees of Operator. Nothing in this Agreement or any exhibit will be construed as creating a partnership, joint venture, agency or fiduciary relationship between the parties, or as authorizing either party to act as agent for the other or to enter into contracts on behalf of the other.
- f. Non-Solicitation of Employees. During the term of this Agreement and for a period of six (6) months thereafter, both parties agree not to solicit directly or indirectly for employment, or employ or contract for the service of, any employees, agents or representatives of the other party without the prior written consent of the other party. This provision shall not restrict general advertisements of employment or the rights of any employee of one party, in response to general advertisements, to seek employment from the other party and under such circumstances, for the other party to hire such employee.
- g. Amendment/Modification. This Agreement may be modified or amended only by a separate writing signed by Olo and Operator expressly so modifying or amending this Agreement.
- h. Certain Remedies. The parties acknowledge that the breach of Sections 3 and 5 will give rise to irreparable injury to the non-breaching party inadequately compensable in damages. Accordingly, the parties agree that injunctive relief will be an appropriate remedy to prevent violation of the parties' respective rights and/or obligations under those two sections. However, nothing in this Section 10.8 shall limit a party's right to any other remedies in equity or at law, including the recovery of damages.
- i. Force Majeure. Neither party will be deemed to be in default of or to have breached any provision of this Agreement as a result of any delay, failure in performance or interruption of service, resulting directly or indirectly from acts of God, acts of civil or military authorities, civil disturbances, wars, strikes or other labor disputes, fires, transportation contingencies, interruptions in telecommunications or Internet services or network provider services, and other causes beyond its reasonable control.
- j. Interpretation. If there is an inconsistency between the terms of this Agreement and the terms of a Statement of Work, the terms of the Statement of Work shall control.
- k. "Dispatch" Delivery Service. Should Operator utilize the "Dispatch" Delivery service to facilitate delivery of food and beverage to End Users, the terms attached hereto in Exhibit A shall apply.
- l. Counterparts. This Agreement may be executed in two counterparts, which together shall constitute but one and the same instrument. Executed counterparts transmitted via facsimile or email attachment shall constitute originals for all intents and purposes.
- m. Waiver. A waiver by either party of any term or condition of this Agreement in one or more instances will not constitute a permanent waiver of the term or condition or any other term or condition of this Agreement or a general waiver.
- n. Entire Agreement. This Agreement constitutes the entire agreement between the parties and supersedes any prior oral or written agreements between the parties concerning the subject matter hereof.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their respective duly authorized officers.

MOBO SYSTEMS, INC.

_____.

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Mailing Address for Notices:

26 Broadway

24th Floor

New York, New York 10004

Mailing Address for Notices:

Email Address for Notices:

Email Address for Notices:

EXHIBIT A

DISPATCH TERMS & CONDITIONS

1. **Definitions**

“Completed Fulfillment” shall be as described in Exhibit C.

“Confirmed Delivery Response” shall mean that the Dispatch application has transmitted an End User delivery request to a Delivery Service Provider(s) that has responded back with an acceptance of that delivery request.

“Delivery Area” shall mean the area(s) in which the Delivery Service Providers offer delivery service to End Users, which may change from time to time.

“Delivery Guidelines” shall mean the rules and responsibilities associated with the delivery of the Product to the End User as further specified in Exhibit B.

“Delivery Service Providers” shall mean that providers of delivery service who cover a specific Delivery Area(s) that comprise a portion of the Territory, have their own vehicles, and pick up the Product from the Operator location and deliver it to the End User-specified location.

“End User(s)” shall mean the consumers who access the Operator’s Olo Licensed Applications for the purpose of placing a digital order for delivery.

“Licensed Applications” means the software and systems that are developed and operated by Olo to provide delivery solutions and services to its customers generally, including any associated application program interfaces and technology and any enhancements or modifications thereto.

“Personally Identifiable Information” or “PII” means the data collected by a party from an End User that contains any confidential and/or personally identifiable information about the End User and, for the purposes of this Agreement, any of the End User’s payment credentials.

“Product” shall mean the food and/or beverage order from the End User comprised of products from the Operator location.

“Territory” shall mean the United States.

2. **Parties’ Obligations**

2.1. **Olo Obligations**

- I. Olo shall contract with Delivery Service Providers;
- II. Olo shall develop and maintain interfaces to access and provide delivery quotes (delivery time and pricing) from Delivery Service Providers to End Users;
- III. Olo shall ensure that the Delivery Service Providers abide by the Delivery Guidelines as attached hereto as Exhibit C;
- IV. Olo shall ensure that the Delivery Service Providers maintain the appropriate level of insurance coverages as determined by Olo in its sole discretion;
- V. Olo shall ensure that the Delivery Service Providers maintain and enforce strict guidelines for their drivers;
- VI. Olo shall ensure that the Delivery Service Providers use of the End User data is subject to Olo’s Privacy Policy in effect at the time; and
- VII. Olo shall ensure that no End User PII will be used to market any additional products to those End Users.

2.2. **Operator Obligations**

- I. Operator agrees that during the Term, Olo shall be the exclusive provider of delivery services to Operator for orders originated on branded e-commerce web and mobile applications. Also during the Term, Operator shall not use, test or support any delivery service in lieu of Dispatch.
- II. Operator shall ensure that they properly package Product appropriately for delivery (including any protection necessary in the event of inclement weather) using the proper containers and other means to allow for successful delivery;
- III. Operator will ensure that Product is readily available for pickup by Delivery Service Partner upon their arrival at the requested pick-up location;
- IV. Operator shall ensure that each order is complete prior to pick-up by the Delivery Service Provider;
- V. Operator shall ensure they follow the Delivery Guidelines attached hereto as Exhibit C;
- VI. Operator shall ensure that they promptly respond to all End Users calls and use the Dispatch functionality in the Olo Dashboard to promptly respond to all End User issues, including cancellations and refunds; and,

VII. Operator shall not create any obligation of the Delivery Service Provider or Olo to provide any refund other than as specifically set forth in Exhibit C.

3. **Fees & Payments**

1.1. Payments to Olo. Operator agrees to accept the Licensed Applications and Services, and Olo by its acceptance of this Agreement agrees to provide the Licensed Applications and Services to the Operator, in accordance with the payment terms and conditions as set forth in Exhibit B.

1.2. Operator billing contact: (name) [REDACTED], (address)
[REDACTED], (phone) [REDACTED], (email)
[REDACTED].

4. **Delivery Liability.**

To the extent that Delivery Service Provider's fees are not reversed, Olo will be liable to Operator for the value of goods to be delivered up to \$50 per order, measured by the replacement cost of the order, including taxes, occurring while the delivery is in the possession or under the control of Delivery Service Provider or resulting from Delivery Service Provider's performance of or failure to properly perform the delivery services provided for in this Addendum or arising from any cause while in the possession of or under the control of Delivery Service Provider including its negligence. Operator will make any claims with respect to this Section 9 in writing to Olo within ten (10) days after the date of shipment. Olo will be entitled to request, and if so requested Operator will give to Olo, documented proof of the cost of the shipment involved in any claim and evidence of Delivery Partner's direct responsibility for said damage.

EXHIBIT B: PROCESS, FEES & PAYMENT TERMS

1. End User places order with Operator and specifies "Delivery."
2. Order is confirmed with a Delivery Service Provider.
3. End User pays Operator for the entire order (food, taxes, delivery fee, and tip). For clarification, Operator is the Merchant of Record for the entire transaction amount to avoid End User confusion and chargebacks.
4. Olo is paid by Operator \$0.50 per Confirmed Delivery Response.
 - a. In no case shall the Fees to Olo be refundable unless specifically spelled out in Exhibit C.
5. All Olo fees are billed through Operator's Franchise Finance Account with DFO, LLC on monthly basis.
 - a. Delivery fees owed the Delivery Service Providers
 - b. Tip owed the Delivery Service Providers
 - c. Olo Dispatch Service Transaction Fee of \$0.06 plus \$0.86 paid to delivery provider
6. Operator can reconcile Olo's funds withdraw by using the Dispatch reporting tools inside the Dashboard of the Licensed Applications.
7. In circumstances in which Operator reporting and Olo transaction history do not reconcile, Operator will provide detailed support (including, but not limited to, cancellation codes and proof of refunded payment) as to the discrepancy.
8. In the event that either party disputes the accuracy or applicability of a charge or credit, any set-off or any other financial arrangement described in the Agreement, the disputing party shall notify the other party of such dispute as soon as practicable after the discrepancy or dispute has been discovered. Any undisputed amounts contained in or applicable to an invoice or otherwise payable or creditable will be paid and any undisputed credit amounts will be promptly credited by the applicable party.
9. All billing questions should be sent to dispatchbilling@olo.com.

EXHIBIT C: DELIVERY GUIDELINES & REFUND MATRIX

Order RefundReason Code	REFUND Description (scenarios for order refund request) Note: In some cases, there is a related delivery cancel request as well.	Conditions				Accountability			Who Pays Delivery Fee?	Olo Fee to Restaurant Charged?
		Requestor	Driver Assigned?	Item Picked up by Driver?	Handoff to Customer Completed?	Customer	Restaurant	Delivery Service		
CustomerCanceled	Customer no longer wants their order and would like to cancel	Customer	Yes or No	Yes or No	Yes or No	x			Customer	Yes
CustomerChangedOrder	Customer wishes to modify their order. In Olo, this would cancel the original order and create a new order with the revised details	Customer	Yes or No	Yes or No	No	x			Customer	Yes
MissedDropoffTime	Driver stuck in traffic, miss estimatedDeliveryTime by 15+ min	Customer	Yes	Yes	No			x	Delivery Service	Yes
WrongItem	Wrong item delivered to the customer	Customer	Yes	Yes	Yes		x		Restaurant	Yes
MissingItem	Missing item in delivery to the customer	Customer	Yes	Yes	Yes		x		Restaurant	Yes
Damaged	Exterior packaging and contents were damaged	Customer	Yes	Yes	Yes			x	Delivery Service	Yes
ExteriorDamaged	Exterior packaging was damaged but contents were fine	Customer	Yes	Yes	Yes			x	Delivery Service	Yes
InteriorDamaged	Exterior packaging was fine but contents were damaged	Customer	Yes	Yes	Yes		x		Restaurant	Yes
DriverMissedPickup	Driver delay for pickup at store location by 10+ min	Restaurant	Yes	No	No			x	Delivery Service	Yes
CustomerOtherReason	Reasons not covered by the other listed items	Customer	Yes or No	Yes or No	Yes or No				Case-by-case basis	Yes
VendorOtherReason	Reasons not covered by the other listed items	Restaurant	Yes or No	Yes or No	No				Case-by-case basis	Yes
UnhappyOrder	Customer chargeback (unhappy with food quality)	Customer	Yes	Yes	Yes		x		Restaurant	Yes
UnhappyDelivery	Customer chargeback (unhappy with delivery service)	Customer	Yes	Yes	Yes			x	Delivery Service	Yes

Dispatch CancelReason Code	Cancel Description (scenarios for delivery cancel request)	Conditions				Accountability			Who Pays Delivery Fee?	Olo Fee to Restaurant Charged?
		Requestor	Driver Assigned?	Item Picked up by Driver?	Handoff to Customer Completed?	Customer	Restaurant	Delivery Service Provider (DSP)		
SystemFailure	Order processing failures, such as: POS transmission failures, payment gateway failures, etc. Cancel request sent within 5 min of delivery request	Olo Ordering Service	Yes or No	No	No				No delivery fee. No cancel fee.	No
PickupNotReady	Store Location Not Ready for Pickup, driver has waited 10+ minutes	DSP	Yes	No	No		x		Restaurant	Yes
PackageContents	Customer Refused Delivery: Wrong/Missing item delivered to the customer	DSP	Yes	Yes	No		x		Restaurant	Yes
PackageDamage	Customer Refused Delivery: Packaging and/or contents were damaged	DSP	Yes	Yes	No			x	Delivery Service	Yes
DestinationUnreachable	Customer not reachable upon arrival to destination, driver has waited 10+ min	DSP	Yes	Yes	No	x			Customer	Yes
CustomerCanceled	Customer no longer wants the order. Customer requests cancellation before driver has arrived for pickup	Customer	Yes or No	No	No	x			No delivery fee. No cancel fee.	Yes
CustomerCanceled	Customer no longer wants the order. Customer requests cancellation after driver has arrived for pickup	Customer	Yes	Yes	No	x			Customer	Yes
CustomerChangedOrder	Occurs before driver arrives for pickup. Customer has revised their order contents and a new order is created, Customer has revised their order from delivery to pickup, etc.	Customer	Yes or No	No	No	x	x		No delivery fee. No cancel fee.	Yes
CustomerChangedOrder	Occurs after driver has picked up Customer has revised their order contents and a new order is created, Customer has revised their order from delivery to pickup, etc.	Customer	Yes	Yes	No	x	x		Customer	Yes
MissedDropoffTime	Driver stuck in traffic, miss estimatedDeliveryTime by 15+ min	Customer	Yes	Yes	No			x	Delivery Service	Yes
DriverMissedPickup	Driver delay for pickup at store location by 10+ min	Restaurant	Yes	No	No			x	Delivery Service	Yes
DriverFailure	Driver mechanical failure	DSP	Yes	Yes	No			x	Delivery Service	Yes
IncompatibleDeliveryMode	Vehicle type not compatible with the order needing delivery (e.g. bike comes for a large catering order)	DSP	Yes	No	No			x	Delivery Service	Yes
CustomerOtherReason	Reasons not covered by the other listed items	Customer	Yes or No	Yes or No	Yes or No				This will be handled on a case-by-case basis	Yes
VendorOtherReason	Reasons not covered by the other listed items	Restaurant	Yes or No	Yes or No	Yes or No				This will be handled on a case-by-case basis	Yes
DspOtherReason	Reasons not covered by the other listed items	DSP	Yes or No	Yes or No	Yes or No				This will be handled on a case-by-case basis	Yes

<p>I agree to the terms and conditions of the Denny's Operator Agreement on behalf of all restaurant numbers listed in this document</p>

Restaurant Unit Numbers

Please list any of your additional units that **DO NOT** currently appear in the list above to add them to your Mobile & Online Ordering agreement (ex. new restaurant opened since this list was generated).

If a restaurant(s) appears on the list above that should **NOT** be on your list of participating units, please list it here to exclude the unit(s) from your agreement (ex. closing, transfer of ownership, etc).

EXHIBIT L

PERSONAL GUARANTY

PERSONAL GUARANTY

The undersigned Guarantor hereby unconditionally guaranties the full payment and performance of, and expressly agrees to adopt and be bound by, each and all the terms, covenants and conditions of that certain Franchise Agreement dated _____ (Agreement) between DFO, LLC (Company) and _____ (original Franchisee). Guarantor further agrees as follows:

1. This guaranty will continue unchanged by any bankruptcy, reorganization or insolvency of original Franchisee, or any other guarantor or obligor, or by any disaffirmance or abandonment by a trustee of any of them.

2. This covenant and agreement on the part of the undersigned shall continue in favor of the Company notwithstanding any extension, modification, or alteration of the Agreement or any promissory note (Note) entered into by and between the parties thereto, or their successors or assigns, and no extension, modification, alteration or assignment of the Agreement shall in any manner release or discharge the undersigned, and the undersigned does hereby consent thereto.

3. The liability of Guarantor under this guaranty shall be primary, and in any right of action which shall accrue to the Company under the Agreement or Note, the Company may, at its option, proceed against Guarantor without having commenced any action or having obtained any judgment against any other person liable to Company with respect to the Agreement.

4. Guarantor shall pay Company's reasonable attorneys' fees and all costs and other expenses incurred in any collection or attempted collection or in any negotiations relative to the obligations hereby guarantied or enforcing this guaranty against Guarantor, individually and jointly.

5. Guarantor hereby waives notice of any demand by the Company as well as any notice of default in the payment of rent or any other amounts contained or reserved in the Agreement or Note.

6. Guarantor acknowledges that he may receive confidential information from the Company in the form of formulae, recipes, processes, products, techniques, know-how and other proprietary information (collectively referred to as the "Confidential Information"). Guarantor acknowledges and agrees that at all times and in all respects, the Confidential Information is a trade secret of the Company. Further, Guarantor agrees:

a. to maintain fully and strictly the secrecy of all the Confidential Information and to exercise the highest degree of diligence in safeguarding the Confidential Information during and after the term of this guaranty.

b. that the ownership of all of Denny's intellectual property and the Confidential Information is and shall remain vested solely in the Company.

7. Guarantor agrees that he shall neither directly nor indirectly own, operate, control or have any financial interest in any coffee shop or family style restaurant business or any other business which would be in competition with the business of the Restaurant subject to the Franchise Agreement, the Company, or any subsidiary, franchisee or affiliate thereof, without the prior written consent of the Company. This applies to businesses wherever located which are of the same type as Denny's, as reasonably determined by Company, not just businesses which actually compete with the Restaurant or any specific Denny's. In addition, Guarantor covenants that, except as otherwise approved in writing by the Company, Guarantor shall not, for a continuous, uninterrupted period commencing upon the expiration or termination of this guaranty regardless of the cause for termination, and continuing for two (2) years thereafter, either directly or indirectly, for himself, or through or on behalf of, or in conjunction with any person, partnership or corporation, own, operate, control, or have any financial interest in any coffee shop or family style restaurant business which is substantially similar to the franchised business and which is located within a

radius of fifteen (15) miles of the location of the Restaurant. The foregoing shall not apply to operation of a Denny's restaurant by Guarantor pursuant to a franchise agreement with the Company or ownership by Guarantor of less than five percent (5%) of the issued or outstanding stock of any company whose shares are listed for trading on any public exchange or on the over-the-counter market; provided that Guarantor does not control any such company.

This non-compete provision applies to Guarantor, and his/her spouse, as well as to children of Guarantor if such child: (a) owns any portion of Franchisee or the Restaurant; (b) works in the Restaurant or is employed by Franchisee; or (c) has access to any Confidential Information. If Guarantor completely divests his interest in Denny's franchised restaurants in accordance with Franchise Agreement Section 17 to an approved buyer, then this non-compete provision will no longer apply to Guarantor and his family members.

The use of the singular herein shall include the plural. The obligations of two or more parties shall be joint and several. The terms and provisions of this guaranty shall bind and inure to the benefit of the respective successors and assigns of the parties herein named.

This Agreement shall be governed by and construed in accordance with the laws of the State of South Carolina. The parties agree that any action brought by either party against the other in any court, whether federal or state, will be brought within the State of South Carolina.

IN WITNESS WHEREOF, Guarantor executed this guaranty on

By:	
Name:	
By:	By:
Name:	Name:
By:	By:
Name:	Name:
By:	
Name:	

EXHIBIT M

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EXHIBIT N

LIST OF FRANCHISEES

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Herman, Craig	800 S. Kings Hwy		Myrtle Beach	SC	29577	(864) 597-9615	craigeherman@gmail.com
Patel, Ashok	1914 W. Lucas St		Florence	SC	29502	(843) 665-2575	none
Ahmad, Anwar	8445 South Lancaster Rd.		Dallas	TX	75241	(972) 875-3500	anwar55@sbcglobal.net
Ahmad, Syed J	3405 Spectrum		Richardson	TX	75082	(214) 221-7599	kaizen20@aol.com ; dbadiru@kaizenusa.com ; syedjahmad005@gmail.com
Ahmed, Azra	7500 Branford Place #1303		Sugar Land	TX	77479		fahimshah2002@gmail.com
Ahmed, Mohammed	9410 Cypresswood Drive		Spring	TX	77379	(281) 827-5707	hiba_inc@yahoo.com
Ahmed, Syed Fahim	7500 Branford Place #1303		Sugar Land	TX	77479	(281) 730-6896	fahimshah2002@gmail.com
Ahmed, Syed S.	7519 Naremore Dr		Spring	TX	77379	(281) 370-8232	syed1786@aol.com
Akhtar, Shahzad	2951 Hwy 36 South		Brenham	TX	77833	(979) 836-4812	shahzadakhtar@att.net
Alam, Khandaker (Jamal)	8210 St. Michaels Crest Lane		Humble	TX	77396	(281) 456-7600	dashra84@yahoo.com
Ali, Mustaq	8210 St. Michaels Crest Lane		Humble	TX	77396	(281) 456-7600	mikeali@classicstargroup.com
Aljadael, Moody	433 W. Wall Street		Hewitt	TX	76643	(817) 800-7060	moodylmm@aol.com
Alkhatib, Yasser	208 Old Gate Lane		Sunnyvale	TX	75182	(972) 524-7260	yasser.57@hotmail.com
Alvi, Yousaf	3121 Summer Grove Court		Mansfield	TX	76063	(817) 760-9936	None
Barreras, Judith A	12500 Network Blvd	Suite 101	San Antonio	TX	78249	(210) 499-5309	judy@barrerasent.com
Bramble, David E	6101 N. 23rd St, Suite H		McAllen	TX	78504	(956) 655-8760	davidbramble@bramblerestaurants.com
Conyers, Cynthia	PO Box 690730/zip 78269	5839 Sebastian Place, #102	San Antonio	TX	78269	(210) 694-0707	None
Corbeil, Maria	5839 Sebastian Place, Suite #102		San Antonio	TX	78249	(210) 694-0707	None
Diaz, Eduardo	2730 N. Stemmons Freeway, Suite 908		Dallas	TX	75207	(214) 819-3800	eduardo.diaz@eymfoods.com
Hajeer, Walid	400 N Highway 175		Seagoville	TX	75159	(972) 524-7260-	miketatari@hotmail.com

Name	Street1	Street2	City	State	Zip	Phone	E mail
Huque, Khundker S	2126 Kilkenny		Pearland	TX	77581	(281) 344-0030	not available
Kajani, Nazeer Ali	4025 Milano		Plano	TX	77593	(214) 704-3672	johnny.kajani@sonoco.com
Lafreeda, Dawn	PO Box 690730/zip 78269	5839 Sebastian Place, #102	San Antonio	TX	78269	(210) 694-0707	dmlennys@aol.com
Madani, Abdul A	47 The Oval		Sugar Land	TX	77479	(281) 265-9665	madania@comcast.net
Mahmood, Sultan	8310 Cheshire Vale		Hempstead	TX	77024	(281) 650-1433	sultan.mahmood@sbcglobal.net
Malik, Fazil	17171 Park Row Dr.	Suite 295	Houston	TX	77084	(281) 492-9555 ext 307	fmalik@northwestpetroleum.com
Monawar, Munir	PO Box 18289		Sugar Land	TX	77479	(832) 290-3778	mfo@ramspetroleum.com
Moosavi, Maryam	22055 Katy Freeway		Katy	TX	77450	(281) 392-1000	benmousavi@aol.com
Mousavi, Ben	22055 Katy Freeway		Katy	TX	77450	(281) 392-1000	lea_dender-holton@sbcglobal.net dennysgm7836@sbcglobal.net
Patel, Prakash	603 W Main St		Tomball	TX	77375	(281) 255-3232	prakash1970@msn.com
Patel, Ratilal	603 W Main St		Tomball	TX	77375	(281) 255-3232	prakash1970@msn.com
Pietz, Holly	5839 Sebastian Place, Suite #102		San Antonio	TX	78249	(210) 694-0707	not available
Quddusi, Junaid	3121 Summer Grove Court		Mansfield	TX	76063	(817) 760-9936	ferhana23@yahoo.com
Rahman, Mizanur	19901 S W Freeway, Suite 223		Sugar Land	TX	77479	(281) 344-0030	mrahman281@gmail.com
Rucker, Clyde	904 E. Braker Lane		Austin	TX	78753	(512) 339-6101	clyde.rucker@ruckerrest.com
Sanders, Doug	9424 Partridge Dr.		Dallas	TX	75238	(469) 569-7755	sandstreams@aol.com
Sharaf, Guhaina	105 YMCA Drive	PO Box 2599	Waxahachie	TX	75168	(214) 228-1312	gsharaf@victrongroup.com
Shorrosh, Anthony A	3724 FM 1960 West	Suite 124	Houston	TX	77068	(281) 880-5450	aashorrosh@aol.com
Shorrosh, Edward A	3724 FM 1960 West	Suite 124	Houston	TX	77068	(281) 880-5450	aashorrosh@aol.com
Shorrosh, Lillian K	3724 FM 1960 W	Suite 124	Houston	TX	77068	(281) 880-5450	aashorrosh@aol.com
Shorrosh, Sandra L	3724 FM 1960 West	Suite 124	Houston	TX	77068	(281) 880-5450	aashorrosh@aol.com
Sullivan, Mark	110 Mediterra Way Court		The Woodlands	TX	77389	(605) 778-7944	msullivan@tsfoodservices.com
Taji, Sholeh	228 Cove		Coppell	TX	75019	(972) 524-7260	yasser.57@hotmail.com
Tatari, Mike	105 YMCA Drive	PO Box 2599	Waxahachie	TX	75168	(214) 228-1312	miketatari@hotmail.com
Tyson, Jesse	110 Mediterra Way Court		The Woodlands	TX	77389	(605) 778-7944	jtyson@tsfoodservices.com
Veerani, Nasir	4444 Spring Meadows Dr.		College Station	TX	77845	(979) 450-0839	nveerani@gmail.com
Viswanath, Rabindranath	2437 Kitty Hawk Drive		Plano	TX	75025	(972) 481-7722	rabiswanath@aol.com
Bair, Michael	9321 Elk Mountain Drive		West Jordan	UT	84088	(801) 550-5145	mbair.wh@gmail.com
Cooper, Wesley	761 E. Enterprise Drive #1		St George	UT	84790	(435) 628-6607	wescooper9@msn.com
Ekker, Garrett	2779 North Washburnville Rd		Monroe	UT	84754	(435) 896-4406	gekker@seviervalleyoil.com
Fullmer, Chad	11425 South Tiger Tail Circle		Sandy	UT	84094	(801) 789-8201	ckfcol@aol.com
Peterson, Kinley Kay	114 East 500 South		Annabella	UT	84711	(435) 979-5709	kinleypeterson@msn.com
Lewis, Fitzgerald	6066 Leesburg Pike, 4th Floor		Falls Church	VA	22041	(703) 912-3100	www.lewisatlaw.com
Rizvi, Shakeel	10879 Patowmack Dr		Great Falls	VA	22066	(703) 421-1480	csdennys@aol.com
Sodexo Operations, LLC	5388 Discovery Park Blvd., #120B		Williamsburg	VA	23188	(909) 202-3199	miguel.ruvalcaba@sodexo.com
Cozzetto, Andre	8014 Southeast Middle Way		Vancouver	WA	98664	(360) 750-7853	None
Fouts, Debra	1213 N Pines Rd	Suite 200	Spokane	WA	99206	(509) 927-3990	jdfouts@aol.com
Fouts, Jerry D	1213 N Pines Rd	Suite 200	Spokane	WA	99206	(509) 927-3990	jdfouts@aol.com
Hamilton, Scott	26827 37th Ave S		Kent	WA	98032-7157	(253) 852-9289	hamss@pullman.com
Haque, Shahidul	6112 100th Street SW		Lakewood	WA	98499	(253) 238-6168	schaque@comcast.net
Hou, Terry T	14241 NE Woodinville-Duvall Rd	PMB 387	Woodinville	WA	98072-8564	(206) 412-7676	t.hou@comcast.net
Kim, Steve	626 S Hill Park Dr.		Puyallup	WA	98373	(206) 225-6261	steveyoungq@aol.com
Grewal, Gurinderjit S	600 S. Frontage Rd.	PO Box 558	Lake Delton	WI	53940	(608) 254-5746	gillgrewal@hotmail.com
Esfahani, Leon						7895255222	Leon@beancompany.co.uk
Vessel Operating Holdco, LLC							Leanne.bertrand@reefkitchens.com

EXHIBIT O

LIST OF FRANCHISEES WHO LEFT THE SYSTEM IN 2022

2022 - Franchisees leaving system

Name	Street1	Street2	City	State	Zip	Phone	E mail
Chandi, Nachhattar	42270 Spectrum St		Indio	CA	92203	(760) 396-9260	nsc@chandigroupusa.com
Chandi, Susana	42270 Spectrum St		Indio	CA	92203	(760) 396-9260	nsc@chandigroupusa.com
Chu, Daniel	6800 Owensmouth Ave	Suite 380	Canoga Park	CA	91303	(818) 703-0767	danychu@gmail.com
Davis Sr., Melvin L.	11042 Blue Star Hwy		Stony Creek	VA	23882	(434) 246-2600	rrook@dtc33.com
Davis, Kaye	11042 Blue Star Hwy		Stony Creek	VA	23882	(434) 246-2600	rrook@dtc33.com
Davis, Rex	11042 Blue Star Hwy		Stony Creek	VA	23882	(434) 246-2600	rrook@dtc33.com
Girard, Steve	2000 Starlite Plaza		Oakland	MD	21550	(301) 334-8688	stgirard@mindspring.com
Gribble, Brad	1551 E. 4th St,		Ontario	CA	91764	(909) 467-3930	gregonthebox@yahoo.com
Gribble, Greg	1551 E. 4th St,		Ontario	CA	91764	(909) 467-3930	gregonthebox@yahoo.com
Gribble, Wilford H.	1551 E. 4th St,		Ontario	CA	91764	(909) 467-3930	gregonthebox@yahoo.com
Kayati, Ray	2157 Old Ironsides Rd		Abilene	TX	79601	(325) 280-7630	kaytexfoods@hotmail.com
Lentini, Dana	1551 E. 4th St,		Ontario	CA	91764	(909) 467-3930	gregonthebox@yahoo.com
Lucas, Stuart	12467 Garrett Hwy		Oakland	MD	21550	(301) 334-8666	stgirard@mindspring.com
Maki, John	2935 Wallingford Rd		San Marino	CA	91108	(626) 755-7256	jymjib@yahoo.com
McMahon, Robert W	412 Tower Dr		San Antonio	TX	78232	(210) 481-2923	rtque@att.net
Schaefer, Bill	596 Innocent Way		Copperopolis	CA	95228	(209) 785-6949	bill@hotcakesinc.org
Schaefer, Debbie	596 Innocent Way		Copperopolis	CA	95228	(209) 785-6949	debbie@hotcakesinc.org
Singh, Jagjit	181 Bahia Vista Ct		Vallejo	CA	94591	(707) 557-2327	jpfods@gmail.com
Singh, Pardip K	181 Bahia Vista Ct		Vallejo	CA	94591	(707) 642-0073	jtsidhu@aol.com
Thompson, Donnell	1216 Summerville Lane		Durham	NC	27712	(910) 779-1044	donnellthompson99@gmail.com
Vitak, Joe	17545 Old National Pike SW		Frostburg	MD	21532	(301) 697-3419	johnvitak@hotmail.com
Vitak, John	17545 Old National Pike SW		Frostburg	MD	21532	(301) 697-3419	johnvitak@hotmail.com
Wooten, Ronald	2401 Lewis Grove Lane		Raleigh	NC	27608	(919) 459-8621	ron.wooten@ngcapital.com
Yoder, Enos H	2915 Shaw Lane		Pacific	MO	63069	(314) 803-2789	enos.yoder13@yahoo.com
Yoder, Michelle	2915 Shaw Lane		Pacific	MO	63069	(314) 803-2789	myoder813@yahoo.com

EXHIBIT P

FINANCIAL STATEMENTS



DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)

Consolidated Financial Statements

December 28, 2022 and December 29, 2021

(With Independent Auditors' Report Thereon)

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)

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KPMG LLP
Suite 260
40 West Broad Street
Greenville, SC 29601-2610

Independent Auditors' Report

The Board of Directors
DFO, LLC:

Opinion

We have audited the consolidated financial statements of DFO, LLC and its subsidiary (the Company), which comprise the consolidated balance sheets as of December 28, 2022 and December 29, 2021, and the related consolidated statements of operations, member's equity, and cash flows for each of the years in the three-year period ended December 28, 2022, and the related notes to the consolidated financial statements.

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the financial position of the Company as of December 28, 2022 and December 29, 2021, and the results of its operations and its cash flows for each of the years in the three-year period ended December 28, 2022, in accordance with U.S. generally accepted accounting principles.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Consolidated Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated financial statements in accordance with U.S. generally accepted accounting principles, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for one year after the date that the consolidated financial statements are available to be issued.

Auditors' Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the consolidated financial statements.



In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the consolidated financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the consolidated financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the consolidated financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

KPMG LLP

Greenville, South Carolina
April 25, 2023

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)

Consolidated Balance Sheets

December 28, 2022 and December 29, 2021

(In thousands)

Assets	2022	2021
Current assets:		
Receivables, less allowance for doubtful accounts of \$290 at December 28, 2022 and \$140 at December 29, 2021	\$ 17,959	13,250
Receivable from affiliate	3	3
Other current assets	584	5
Assets held for sale	918	—
Total current assets	19,464	13,258
Property:		
Land	15,297	16,398
Buildings and improvements	33,767	35,998
	49,064	52,396
Less accumulated depreciation	(33,714)	(35,939)
Property, net	15,350	16,457
Trade names	44,087	44,087
Other	4,973	199
Total assets	\$ 83,874	74,001
Liabilities and Member's Equity		
Current liabilities:		
Accrued foreign taxes	\$ 64	47
Unearned income	2,029	1,928
Payables to franchisees	2,337	—
Total current liabilities	4,430	1,975
Noncurrent liabilities:		
Unearned income	17,775	17,968
Total noncurrent liabilities	17,775	17,968
Total liabilities	22,205	19,943
Commitments and contingencies		
Member's equity:		
Contributed capital	61,669	54,058
Total member's equity	61,669	54,058
Total liabilities and member's equity	\$ 83,874	74,001

See accompanying notes to consolidated financial statements.

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)

Consolidated Statements of Operations

Fiscal years ended December 28, 2022, December 29, 2021 and December 30, 2020

(In thousands)

	2022	2021	2020
Revenue:			
Franchise and license fees	\$ 120,263	110,997	74,833
Advertising revenue	75,926	69,957	53,744
Equipment sales	19,325	437	—
Rent	5	5	5
	<u>215,519</u>	<u>181,396</u>	<u>128,582</u>
Expenses:			
Advertising, net	75,926	69,957	53,744
Depreciation expense	6	6	6
General and administrative	31,975	26,750	26,683
Cost of equipment sales	19,325	437	—
Gains on dispositions of properties	(1,747)	(48,800)	(6,310)
	<u>125,485</u>	<u>48,350</u>	<u>74,123</u>
Income before income taxes	90,034	133,046	54,459
Provision for income taxes	1,152	862	667
Net income	<u>\$ 88,882</u>	<u>132,184</u>	<u>53,792</u>

See accompanying notes to consolidated financial statements.

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)

Consolidated Statements of Member's Equity

Fiscal years ended December 28, 2022, December 29, 2021 and December 30, 2020

(In thousands)

	Contributed capital	Parent Company stock	Retained earnings	Total
Balance at December 25, 2019	\$ 70,815	(15,632)	—	55,183
Net income	—	—	53,792	53,792
Retirement of Parent Company stock	(15,632)	15,632	—	—
Distributions, net	200	—	(53,792)	(53,592)
Balance at December 30, 2020	55,383	—	—	55,383
Net income	—	—	132,184	132,184
Distributions, net	(1,325)	—	(132,184)	(133,509)
Balance at December 29, 2021	54,058	—	—	54,058
Net income	—	—	88,882	88,882
Distributions, net	7,611	—	(88,882)	(81,271)
Balance at December 28, 2022	\$ <u>61,669</u>	<u>—</u>	<u>—</u>	<u>61,669</u>

See accompanying notes to consolidated financial statements.

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)

Consolidated Statements of Cash Flows

Fiscal years ended December 28, 2022, December 29, 2021 and December 30, 2020

(In thousands)

	2022	2021	2020
Cash flows from operating activities:			
Net income	\$ 88,882	132,184	53,792
Adjustments to reconcile net income to cash flows provided by operating activities:			
Depreciation of property	6	6	6
Gains on dispositions of properties	(1,747)	(48,800)	(6,310)
Changes in assets and liabilities:			
Receivables	(4,709)	1,523	(222)
Other current assets	(579)	—	(5)
Other non current assets	(4,774)	20	(219)
Accrued foreign taxes	17	(180)	143
Unearned income	(92)	(910)	(2,450)
Payables to franchisees	2,337	(163)	109
Net cash flows provided by operating activities	79,341	83,680	44,844
Cash flows from investing activities:			
Proceeds from disposition of property	1,930	49,829	8,748
Net cash flows provided by investing activities	1,930	49,829	8,748
Cash flows from financing activities:			
Capital distributions, net	(81,271)	(133,509)	(53,592)
Net cash flows used in financing activities	(81,271)	(133,509)	(53,592)
Net change in cash	—	—	—
Cash at beginning of year	—	—	—
Cash at end of year	\$ —	—	—
Supplemental cash flow information:			
Foreign income taxes paid by decrease in capital distributions to Denny's, Inc.	\$ 1,135	1,042	524

See accompanying notes to consolidated financial statements.

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)
Notes to Consolidated Financial Statements
December 28, 2022 and December 29, 2021

(1) Introduction

DFO, LLC, formerly known as DFO, Inc. (DFO, or together with its subsidiary, the Company) was incorporated on December 27, 1994 as a wholly owned subsidiary of Denny's, Inc. (Denny's) and was organized to operate as the sole franchisor of Denny's restaurants. Denny's Corporation is the ultimate parent of the Company.

Denny's, a full-service family restaurant chain, operates in all 50 states and the District of Columbia, two U.S. territories and 12 foreign countries, with principal concentrations in California (23% of total restaurants), Texas (13%) and Florida (8%). At December 28, 2022, Denny's had 66 company operated and 1,536 franchised and licensed restaurants.

Denny's Realty, LLC, (DR) formerly known as Denny's Realty, Inc., is a wholly owned subsidiary of DFO, and its sole activity is to own restaurant properties that are leased to Denny's. The restaurant properties are leased to Denny's under a lease agreement whereby all restaurant operations and operating costs are the responsibility of Denny's (see note 5).

Starting in 2020 and continuing through 2022, the global economic crisis resulting from the spread of the coronavirus (COVID-19), along with government and consumer responses, has had a substantial impact on Denny's restaurant operations, including impacts on labor and commodity costs and the ability of many Denny's franchise restaurants to return to 24/7 operations. During 2020, many of Denny's franchised and licensed restaurants were temporarily closed and most of the restaurants that remained open had limited operations. Through 2022, many Denny's franchised and licensed restaurants have not returned to full operating hours, particularly at the late night daypart. Denny's operating results substantially depend upon the sales volumes, restaurant profitability, and financial stability of our company and franchised and licensed restaurants.

The Company cannot currently estimate the duration or future negative financial impact of these economic conditions on our business. Ongoing material adverse effects of these economic conditions for an extended period could negatively affect our business, results of operations, liquidity and financial condition and could impact our impairment assessments of accounts receivable, trade names and property.

The fiscal years ended December 28, 2022 and December 29, 2021 included 52 weeks of operations while the fiscal year ended December 30, 2020 included 53 weeks of operations.

(2) Summary of Significant Accounting Policies

Accounting policies and methods of their application that significantly affect the determination of financial position, results of operations and cash flows are as follows:

(a) Consolidated Financial Statements

The consolidated financial statements include the accounts of DFO and its wholly owned subsidiary, DR. All significant intercompany balances and transactions have been eliminated.

DFO, LLC AND SUBSIDIARY
(An Indirect Wholly Owned Subsidiary of Denny's Corporation)
Notes to Consolidated Financial Statements
December 28, 2022 and December 29, 2021

Certain cash transactions of the Company are handled by Denny's on behalf of the Company. Such transactions are accounted for as contributions from or distributions to Denny's. During each of the fiscal years ended December 28, 2022, December 29, 2021, and December 30, 2020, such cash transactions resulted in net distributions to Denny's of \$81.3 million, \$133.5 million, and \$53.6 million, respectively.

Substantially all of the expenses of the Company are paid by Denny's and allocated to the Company's Consolidated Statements of Operations based on estimates made by Denny's management. Such expenses comprise general and administrative expenses and advertising expenses, net on the Consolidated Statements of Operations. The consolidated financial statements do not represent general and administrative expenses of the Company had it been operated independently.

(b) Use of Estimates

The preparation of consolidated financial statements in conformity with U.S generally accepted accounting principles (GAAP) requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the consolidated financial statements and the amounts of revenues and expenses during the period reported. Actual results could differ materially from those estimates.

(c) Receivables

Receivables consist primarily of equipment, royalties and advertising related to the Company's ongoing business agreements with franchisees. The allowance for doubtful accounts is based on management's estimates of expected credit losses based on historical write-off experience. Receivables that are ultimately deemed to be uncollectible, and for which collection efforts have been exhausted, are written off against the allowance for doubtful accounts.

(d) Property and Depreciation

Buildings and improvements are depreciated using the straight-line method over their estimated useful lives, ranging from five to thirty years.

Substantially all of the Company's property is pledged as collateral for the credit facility described in Note 7.

(e) Trade Names

Trade names are considered indefinite-lived intangible assets and are not amortized, but are tested for impairment at least annually, and more frequently if circumstances indicate that they may be impaired.

(f) Disposal or Impairment of Long-Lived Assets

The Company evaluates its long-lived assets for impairment at the restaurant level when assets are identified as held for sale or whenever changes or events indicate that the carrying value may not be recoverable. For assets identified as held for sale, the Company uses the market approach and consider proceeds from similar asset sales. The Company assesses impairment of restaurant-level assets based on the operating cash flows of the restaurant, expected proceeds from the sale of assets and its plans for restaurant closings. For underperforming assets, the Company uses the income

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approach to determine both the recoverability and estimated fair value of the assets. To estimate future cash flows, the Company makes certain assumptions about expected future operating performance, such as revenue growth, operating margins, and future economic and market conditions. If the long-lived assets of a restaurant are not recoverable based upon estimated future, undiscounted cash flows, the Company writes the assets down to their fair value. If these estimates or their related assumptions change in the future, the Company may be required to record additional impairment charges.

Assets held for sale consist of real estate properties and/or restaurant operations that we expect to sell within the next year. The assets are reported at the lower of carrying amount or fair value less costs to sell. Fair value is based upon Level 2 inputs, which include sales agreements. The Company ceases recording depreciation on assets that are classified as held for sale. If the determination is made that the Company no longer expects to sell an asset within the next year, the asset is reclassified out of held for sale.

(g) Parent Company Stock

Over the past several years, the Board of Directors of Denny's Corporation has approved share repurchase programs authorizing the Company to repurchase up to a set amount of shares of Denny's Corporation Common Stock. Under the programs, the Company could, from time to time, purchase shares in the open market (including pre-arranged stock trading plans in accordance with guidelines specified in Rule 10b5-1 under the Securities Exchange Act of 1934) or in privately negotiated transactions, subject to market and business conditions. Prior to 2014, the Company repurchased 4,047,900 shares for a total of \$15.6 million. The Company did not repurchase any shares during 2022, 2021, or 2020.

In fiscal 2020, the Board of Directors of Denny's Corporation approved the retirement of the 4.0 million shares of treasury stock at a weighted average share price of \$3.86. As of December 30, 2020, no Parent Company stock remained in treasury.

(h) Gain on Sales of Real Estate Properties

Generally, gains on sales of real estate properties and company operated restaurants that include real estate are recognized when the sales are consummated, and certain other gain recognition criteria are met.

(i) Fair Value of Financial Instruments

The Company's significant financial instruments are receivables and accrued liabilities. The fair values of these financial instruments approximate their carrying values based on their short-term maturities.

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(j) Revenue

Revenues consist primarily of royalties, advertising revenue, and initial and other fees. Under franchise agreements we provide franchisees with a license of the Company's symbolic intellectual property, administration of advertising programs (including local co-operatives), and other ongoing support functions. These services are highly interrelated, so the Company does not consider them to be individually distinct performance obligations, and therefore account for them as a single performance obligation. Revenue from franchise agreements is recognized evenly over the term of the agreement with the exception of sales-based royalties.

Royalty, advertising and licensing fees revenues represent sales-based revenues that are recognized in the period in which the sales occur. Sales-based revenues are variable consideration related to the Company's performance obligation to its franchisees to maintain the intellectual property being licensed. Under the franchise agreements, franchisee advertising contributions must be spent on marketing and related activities. The Company earns a 1.0% to 7.0% royalty fee on revenues of Denny's franchised restaurants. The Company earns a 0% to 3.25% advertising fee on revenues of Denny's franchised restaurants. Advertising revenues and expenditures are recorded on a gross basis within the Consolidated Statements of Operations.

Initial and other fees include initial, successor and assignment franchise fees (initial franchise fees). Initial franchise fees are billed and received upon the signing of the franchise agreement. Recognition of these fees is deferred until the commencement date of the agreement and occurs over time based on the term of the underlying franchise agreement. In the event a franchise agreement is terminated, any remaining deferred fees are recognized in the period of termination. Our performance obligation under development agreements generally consists of an obligation to grant exclusive development rights over a stated term. These development rights are not distinct from franchise agreements, so upfront fees paid by franchisees for exclusive development rights are deferred and apportioned to each franchise restaurant opened by the franchisee. The pro rata amount apportioned to each restaurant is accounted for as an initial franchise fee.

Initial and other fees also include revenues that are distinct from the franchise agreement and are based on separate performance obligations. Training and other franchise services fees are billed and recognized at a point in time as services are rendered. Other franchise services fees are recorded on a gross basis within the Consolidated Statement of Operations. Refer to note 5 for discussion of lessor revenue.

The Company recorded contract assets related to incentives and subsidies provided to franchisees related to new unit openings and/or equipment upgrades. These contract assets are presented within other current assets and other noncurrent assets on the Consolidated Balance Sheets. These assets are amortized as a reduction to franchise and license fees revenue within our Consolidated Statements of Operations over the remaining term of the underlying franchise agreement.

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(k) Advertising Expenses

Production costs for radio and television advertising are expensed by the Company as of the date the commercials are initially aired. Other advertising costs are expensed as incurred. Under our franchise agreements, advertising contributions received from franchisees must be spent on advertising, product development, marketing and related activities. As the Company is contractually required to spend these contributions on advertising costs, the obligations are accrued and advertising costs expensed when the related revenues are recognized.

(l) Income Taxes

The Company is a limited liability company (LLC) that is disregarded as an entity separate from its owner and, as such, is not subject to federal and most state income taxes.

(m) Reclassification of Prior Year Presentation

Certain prior year amounts have been reclassified for consistency with the current year presentation. These reclassifications had no effect on the Consolidated Balance Sheets, Consolidated Statements of Member's Equity, or Consolidated Statements of Cash Flows. A reclassification adjustment has been made to the Consolidated Statements of Operations for the fiscal year ended December 29, 2021 to reclassify equipment sales and cost of equipment sales.

(3) Revenues

The following table disaggregates our revenue by sales channel and type of good or service:

	December 28, 2022	December 29, 2021	December 30, 2020
		(In thousands)	
Royalties	\$ 111,717	103,425	67,501
Advertising revenue	75,926	69,957	53,744
Initial and other fees	8,546	7,572	7,332
Equipment sales	19,325	437	—
Rent	5	5	5
Total revenue	<u>\$ 215,519</u>	<u>181,396</u>	<u>128,582</u>

Balances related to contracts with customers consists of receivables, contract assets, and deferred franchise revenue.

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Deferred franchise revenue consists primarily of the unamortized portion of initial franchise fees that are currently being amortized into revenue and amounts related to development agreements and unopened restaurants that will begin amortizing into revenue when the related restaurants are opened. Deferred franchise revenue represents the Company's remaining performance obligations to its franchisees, excluding amounts of variable consideration related to sales-based royalties and advertising. The components of the change in deferred franchise revenue are as follows (In thousands):

Balance, December 29, 2021	\$	19,896
Fees received from franchisees		3,384
Revenue recognized ⁽¹⁾		<u>(3,476)</u>
Balance, December 28, 2022		19,804
Less current portion of unearned income		<u>2,029</u>
Long-term unearned income	\$	<u><u>17,775</u></u>

⁽¹⁾ Of this amount, \$2.5 million was included in the deferred franchise revenue balance as of December 29, 2021.

We record contract assets related to incentives and subsidies provided to franchisees related to new unit openings and/or equipment upgrades. These amounts will be recognized as a component of franchise and license fees revenue over the remaining term of the related franchise agreements. The components of the change in contract assets are as follows (In thousands):

Balance, December 29, 2021	\$	—
Franchisee deferred costs		5,953
Contract asset amortization		<u>(592)</u>
Balance, December 28, 2022		5,361
Less current portion included in other current assets		<u>580</u>
Contract assets included in other noncurrent assets	\$	<u><u>4,781</u></u>

During 2021 and 2022, the Company sold equipment related to Denny's kitchen modernization program to franchise restaurants. Revenue is recognized when the related equipment is installed, less a total of approximately \$5.7 million contributed from the Company, which has been deferred as contract assets as of December 28, 2022. We recognized \$19.1 million and \$0.4 million of revenue related to the sale of kitchen equipment to franchisees during the years ended December 28, 2022 and December 29, 2021, respectively. As the Company does not own the inventory prior to sale, the Company does not record inventory related to the sale on the Consolidated Balance Sheet.

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As of December 28, 2022, deferred franchise revenue, net of contract asset amortization, expected to be recognized in the future is as follows (In thousands):

2023	\$	1,449
2024		1,482
2025		1,468
2026		1,426
2027		1,364
Thereafter		7,254
Deferred franchise revenue	\$	14,443

(4) Sales of Real Estate

During 2022, the Company completed the sale of one real estate property for a net sales price of \$1.9 million. During 2021, the Company completed the sale of three real estate properties for a net sales price of \$49.8 million. During 2020, the Company completed the sale of nine real estate properties for a net sales price of \$8.7 million.

As a result of the sale of these properties, gains of \$1.7 million for the fiscal year ended December 28, 2022, \$48.8 million for the fiscal year ended December 29, 2021, and \$6.3 million for the fiscal year ended December 30, 2020 are presented as gains on dispositions of properties in the Consolidated Statements of Operations.

(5) Lease Agreements

Substantially all of the Company's land and buildings, representing 56 restaurant properties as of December 28, 2022, are leased to Denny's by the Company under an operating lease. The lease term expires on December 31, 2040. The rental income from Denny's was approximately \$5 thousand for fiscal years ended December 28, 2022, December 29, 2021 and December 30, 2020, respectively. The rental income receivable from Denny's was approximately \$3 thousand at December 28, 2022 and December 29, 2021, respectively. Under the lease, Denny's pays all taxes, operating expenses, insurance premiums, and utility charges. Annual rental income for each of the next five years is approximately \$5 thousand.

(6) Income Taxes

The provision for income taxes is summarized as follows:

	December 28, 2022	December 29, 2021	December 30, 2020
		(In thousands)	
Current:			
Foreign and other	\$ 1,152	862	667
Provision for income taxes	\$ 1,152	862	667

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Foreign withholding taxes are required by certain countries on cross border royalties where franchise restaurants operate. Taxes are withheld on these cross-border royalty payments by the franchisee and are remitted to the foreign taxing jurisdiction. The difference between the statutory corporate tax rate of 21% and the Company's effective tax rate of 1.3%, 0.6%, and 1.2% for the fiscal years ended December 28, 2022, December 29, 2021 and December 30, 2020, respectively, is due to the Company's conversion to an LLC (and is thus a disregarded entity) on June 28, 2006. Since June 28, 2006, the Company has been a single-member LLC and has been treated as a disregarded entity pursuant to Treasury Regulations Sections 301.7701-3 for federal income tax purposes. Generally, disregarded entities are not subject to entity-level federal or state income taxation and, as such, the Company does not provide income taxes. The Company's taxable income is primarily reported in the tax return of Denny's Corporation.

The Company recognizes the effect of income tax positions only if those positions are more likely than not of being sustained. Recognized income tax positions are measured at the largest amount that is greater than 50% likely of being realized. Changes in recognition or measurement are reflected in the period in which the change in judgment occurs. The Company had no uncertain tax positions for the years ended December 28, 2022 and December 29, 2021.

(7) Commitments and Contingencies

Denny's and certain of its subsidiaries, including the Company, have a credit facility consisting of a five-year \$400 million senior secured revolver (with a \$25 million letter of credit sublimit). The credit facility includes an accordion feature that would allow Denny's to increase the size of the revolver to \$450 million. Borrowings bear a tiered interest rate, which is based on Denny's consolidated leverage ratio. The credit facility contains provisions specifying alternative interest rate calculations to be used at such time LIBOR ceases to be available as a benchmark due to reference rate reform. The maturity date for the credit facility is August 26, 2026.

The credit facility is available for working capital, capital expenditures and other general corporate purposes. The credit facility is guaranteed by Denny's and its material subsidiaries and is secured by assets of Denny's and its subsidiaries, including the stock of its subsidiaries (other than its insurance captive subsidiary). It includes negative covenants that are usual for facilities and transactions of this type. The credit facility also includes certain financial covenants with respect to a maximum consolidated leverage ratio and a minimum consolidated fixed charge coverage ratio. Denny's was in compliance with all financial covenants as of December 28, 2022.

There are no amounts recorded in the Company's consolidated financial statements for its guarantee associated with the credit facility.

The Company is exposed to asserted and unasserted potential claims encountered in the normal course of business. In the opinion of management, the resolution of these matters will not have a material adverse effect on the Company's consolidated financial position or results of operations.

(8) Subsequent Events

The Company has evaluated subsequent events from the balance sheet date through April 25, 2023, the date at which the consolidated financial statements were available to be issued.

EXHIBIT Q

EFFECTIVE DATES OF STATE REGISTRATION/STATE-SPECIFIC ADDENDUM

DFO, LLC
UNIFORM FDD ADDENDUM

The following states have statutes which may supersede the Franchise Agreement and other related agreements in your relationship with the Franchisor. These statutes may affect the enforceability of provisions in the agreements related to termination; transfer; renewal; covenants not to compete; choice of law; jurisdiction; venue selection; execution of waivers and releases of claims under the statute; injunctive relief; waiver of rights to jury trial; punitive and liquidated damage provisions, and other remedies; arbitration; and discrimination between franchisees: Ark. Code Ann. § 4-72-201 Michie 1993); Cal. Corp. code §§ 31000 - 31516 (West 1994); Cal. Bus. & Prof. Code §§ 20000 - 20043 (West 1994); Conn. Gen. Stat. § 42-133e (1994); Del. Code Ann. tit. 6 § 2552 (1993) Haw. Rev. Stat. § 482E-1 - 482E-12 (1993); Ill. Rev. Stat. ch. 815 para. 705/1 - 705/44 (1994); Ind. Code §§ 1 - 51 (1994); Ind. Code Ann. § 23-2-2.7 (West. 1994); Iowa Code § 523H.1 - 523H.17 (1994); Md. Code Ann., Bus. Reg. §§ 14-201 - 14-233 (1994); Mich. Comp. Laws §§ 445.1501 - 445.1545 (1994); Minn. Stat. §§ 80C.01 - 80C.22 (1994); Minn. Stat. §§ 80C.01 - 80C.14 (1994); Miss. Code Ann. § 75-24-51 (1993) Mo. Ann. Stat. § 407.400 (Vernon 1994); Neb. Rev. Stat. § 87-401 (1993); N.J. Stat. Ann. § 56:10-1 (West 1994); N.Y. Gen. Bus. Law §§ 680 - 695 (1994); N.D. Cent. Code § 51-19-01 (1993); Or. Rev. Stat. §§ 650.005 - 650.085; R.I. Gen. Laws §§ 19-28.1-1 - 19-28.1-34 (1993); S.D. Codified Laws Ann. §§ 37-5B (2008); Tex. Rev. Civ. Stat. Ann. art. 16.01 (1994); Va. Code Ann. §§ 13.1-557 - 13.1-574; Wa. Rev. Code §§ 19.100.010 - 19.100.940 (1994); Wis. Stat. §§ 553.01 - 553.78 (1994); Wis. Stat. §§ 135.01 - 135.07 (1984). These and other states may have fair practice laws and other civil statutes affecting contracts and state and federal court decisions that may also affect the enforcement of provisions in the Franchise Agreement and other related agreements.

A provision in the License Agreement which terminates the agreement upon your bankruptcy may not be enforceable under Title 11, United States Code Section 101.

This Disclosure Document is registered, on file, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure laws:

State	Effective Date
California	January 1, 2023
Hawaii	
Illinois	April 30, 2023
Indiana	April 30, 2023
Maryland	
Michigan	
Minnesota	
New York	April 30, 2023
North Dakota	
Oregon	April 30, 2023
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

**ITEM 23
RECEIPT**

THIS DISCLOSURE DOCUMENT SUMMARIZES PROVISIONS OF THE FRANCHISE AGREEMENT AND OTHER INFORMATION IN PLAIN LANGUAGE. READ THIS DISCLOSURE DOCUMENT AND ALL AGREEMENTS CAREFULLY.

IF DFO, LLC OFFERS YOU A FRANCHISE, IT MUST PROVIDE THIS DISCLOSURE DOCUMENT TO YOU 14 CALENDAR DAYS BEFORE YOU SIGN A BINDING AGREEMENT OR MAKE A PAYMENT WITH THE FRANCHISOR OR AN AFFILIATE IN CONNECTION WITH THE PROPOSED FRANCHISE SALE OR GRANT.

IF DFO, LLC DOES NOT DELIVER THIS DISCLOSURE DOCUMENT ON TIME OR IF IT CONTAINS A FALSE OR MISLEADING STATEMENT, OR A MATERIAL OMISSION, A VIOLATION OF FEDERAL AND STATE LAW MAY HAVE OCCURRED AND SHOULD BE REPORTED TO THE FEDERAL TRADE COMMISSION, WASHINGTON, D.C. 20580 AND THE STATE AGENCIES LISTED IN EXHIBIT B.

The name of the franchise seller offering the franchise is _____ whose principal business address is 203 East Main Street, Spartanburg, SC 29319, and phone number is (864) 597-8000.

- The issuance date of this disclosure document is: April 30, 2023.
- We authorize the agents listed in Exhibit B to receive service of process for us.
- I have received a disclosure document dated April 30, 2023, that includes the following Exhibits:

Exhibit A	State Administrators/Agents for Service of Process
Exhibit B	State-Specific Riders to Agreements
Exhibit C	Franchise Agreement
Exhibit C-1	New Product Offering Addendum
Exhibit D	Successor Franchise Agreement
Exhibit E	SCOC Franchisee Participation Agreement
Exhibit F	Purchase Agreement
Exhibit F-1	Promissory Note
Exhibit G	Confidentiality Agreement
Exhibit H	(Sub)Lease
Exhibit I	H2.0-DA (Development Agreement)
Exhibit I-2	FLIP Development Agreement
Exhibit I-2a	FLIP Market Share Amounts
Exhibit J	Payment Card Agreement
Exhibit K	Standard Enterprise Technology Platform Agreement
Exhibit K-1	Denny's On Demand Agreement
Exhibit L	Personal Guaranty
Exhibit M	Table of Contents of the Brand Standards / HACCP Manual and
Exhibit N	List of Franchisees
Exhibit O	List of Franchisees Who Left System in 2022
Exhibit P	Financial Statements
Exhibit Q	State-Specific Addendum/Effective Dates of State Registration

Date:

Franchisee:
Name:

TO BE KEPT BY YOU

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Franchisee:
Name:

TO BE RETURNED TO US