



December 22, 2014

## **/CORRECTION -- Bloomin' Brands, Inc./**

In the news release, Bloomin' Brands Appoints MediaVest As Lead Media Agency, issued Dec. 22, 2014 by Bloomin' Brands, Inc. over PR Newswire, we are advised by the company that the first paragraph, third sentence, should read "MediaVest will become the agency of record effective February 5, 2015" rather than "January 5, 2015" as originally issued inadvertently. The complete, corrected release follows:

### **Bloomin' Brands Appoints MediaVest As Lead Media Agency**

TAMPA, Fla., Dec. 22, 2014 /PRNewswire/ -- Bloomin' Brands, Inc. (NASDAQ: BLMN) has appointed MediaVest as its lead agency following a review. MediaVest will be the lead media planning and buying agency for offline and online media activities for Bloomin' Brands. Pending a signed contract, MediaVest will become the agency of record effective February 5, 2015.

In making the announcement, Michael Kappitt, Global Chief Marketing Officer, Bloomin' Brands said, "All finalist agency teams did an outstanding job during the process. We would have been honored and excited to work with all of them. Our decision came down to our confidence in the quality of the team, insights on our brands and business building ideas. We also felt a strong sense of connection with them. We look forward to our new partnership with MediaVest."

"We're thrilled to be selected by Bloomin' Brands as their media agency," said Brian Terkelsen, CEO, MediaVest USA. "We look forward to partnering with a leading brand in the hospitality industry, and bringing MediaVest's future-forward expertise to this exciting assignment."

In September 2014, Bloomin' Brands placed its account in review. Agencies not responsible for creative and specialized media were not part of the review. Bloomin' Brands retained the services of Joanne Davis Consulting, Inc., New York, NY, to assist in the agency review process.

#### **About Bloomin' Brands, Inc.**

Bloomin' Brands, Inc. is one of the largest casual dining restaurant companies in the world with a portfolio of leading, differentiated restaurant concepts. The Company has five founder-inspired brands: Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse and Wine Bar and Roy's. The Company owns and operates more than 1,500 restaurants in 48 states, Puerto Rico, Guam and 20 countries, some of which are franchise locations. For more information, please visit [bloominbrands.com](http://bloominbrands.com).

#### **About MediaVest**

MediaVest, part of Starcom MediaVest Group (SMG), is one of the leading, full-service media specialist companies offering brand-building results and business solutions for our marketing partners. Known for delivering industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Mondelez, P&G, The Coca-Cola Company, Walmart, and American Honda Motor Company.

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