



November 9, 2012

Multimedia Release -- Outback Steakhouse(R) and Tim McGraw Salute Nation's Military With Surprise Lunch in Honor of Veterans Day

Outback Celebrates Veterans & Active Duty Service Members With a Special Offer on Veterans Day and a 10% Discount Through the End of the Year

TAMPA, Fla., Nov. 9, 2012 (GLOBE NEWSWIRE) -- Country music superstar Tim McGraw surprised Nashville-area veterans, active military service members and their families who have been assisted by Operation Homefront with a private lunch organized by Outback Steakhouse® yesterday, as part of the restaurant's new Military Mates program. The delighted guests were treated to lunch from Outback's new Weekend Lunch menu, and some quality time with Tim McGraw.

Multimedia accompanying this release is available at <http://www.globenewswire.com/mpr/outback-steakhouse/10011543.html>

"It was a great honor to attend this lunch at Outback Steakhouse to celebrate the great heroes from our armed forces," said Tim McGraw. "It is important to take time out to recognize and thank those in the military every day, but especially at this time of the year."

Outback worked closely with Operation Homefront, the national non-profit that provides emergency financial and other assistance to the families of our service members and wounded warriors. The honorees took over the local restaurant in nearby Brentwood, Tenn. for a celebratory lunch in honor of local military service members and their families. During the meal, Tim McGraw surprised the guests, thanked them for their honorable service and joined them for lunch.

"Outback Steakhouse is dedicated to supporting our troops and the mission of Operation Homefront," said Outback Steakhouse Chief Marketing Officer, Mike Kappitt. "Tim McGraw is a great partner in our effort to honor our nation's heroes."

As part of its on-going commitment to supporting U.S. military personnel, Outback Steakhouse will be honoring our troops with a Free Bloomin' Onion® and a Coca-Cola® beverage on November 11-12, 2012 in celebration of Veterans Day. The celebration continues with the Military Mates 10% Off Discount from November 13 - December 31, 2012. These offers are open to all active and retired military service members with a valid ID.

"We are excited to partner with our friends at Outback Steakhouse once again," said Amy Palmer, Chief Programs and Field Operations Officer for Operation Homefront. "Outback and Tim McGraw have been great supporters, who share our commitment to the troops and we're all very happy to be part of today's event."

Outback began its partnership with Operation Homefront more than three years ago to enhance its support of our nation's troops. Since 2010, Outback has donated over two million dollars to support Operation Homefront.

The special guests enjoyed dishes from Outback's new Weekend Lunch menu, which is now available nationwide on weekends beginning at 11 am. The new menu features Your Perfect Lunch Combo of soup or salad and a choice of delicious Outback Steakhouse® favorites like Alice Springs Chicken Quesadillas®, The Outbacker Burger, ½ Prime Rib Dip Sandwich or Chicken Artichoke Flatbread, for only \$7.99. Other lunchtime offerings include an endless soup and salad combo as well as 10 other entrees under \$10.*

**Prices and participation may vary*

About Outback Steakhouse

Outback Steakhouse was once again voted #1 Best Steak in the 2012 Zagat Survey® of National Full-Service Restaurant Chains for the third consecutive year. Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. New creations and grilled classics are made from scratch daily using only the highest quality ingredients sourced from around the world. For more information, please visit www.outback.com or <http://www.facebook.com/outback>.

The Outback Steakhouse, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=15618>

About Operation Homefront

Operation Homefront® provides emergency financial and other assistance to the families of our service members and wounded warriors. A 501(c)(3) non-profit, Operation Homefront leads more than 4,500 volunteers with nationwide presence, and has taken care of more than 590,000 needs for military families since its inception in 2002. Operation Homefront is a four-star rated charity by watchdog Charity Navigator, nationally, and 94 percent of total revenue donated to Operation Homefront goes directly to support military families. For more information, please visit www.operationhomefront.net.

CONTACT: Lisa Bain

MSLGROUP

(646) 500 - 7723

Lisa.Bain@mslgroup.com



Source: Bloomin' Brands, Inc./Outback Steakhouse, Inc.

News Provided by Acquire Media