



August 13, 2012

Bloomin' Brands, Inc. Completes Its Initial Public Offering

TAMPA, Fla., Aug. 13, 2012 (GLOBE NEWSWIRE) -- Bloomin' Brands, Inc. (Nasdaq:BLMN), today announced that it has completed its initial public offering of 16,000,000 shares of its common stock at \$11.00 per share, which included 13,000,000 shares sold by Bloomin' Brands and 3,000,000 shares sold by certain selling stockholders. The shares began trading on the Nasdaq Global Select Market on August 8, 2012 under the symbol "BLMN." The underwriters have been granted a 30-day option to purchase up to an additional 1,200,000 shares from Bloomin' Brands and up to 1,200,000 from certain of the selling stockholders.

The offering was made through an underwriting group led by BofA Merrill Lynch, Morgan Stanley & Co. LLC, J.P. Morgan Securities LLC, Deutsche Bank Securities Inc. and Goldman, Sachs & Co., who acted as joint book-running managers. Jefferies & Company, Inc. acted as co-lead manager of the offering. William Blair & Company, L.L.C., Raymond James & Associates, Inc., Wells Fargo Securities, and The Williams Capital Group, L.P. acted as co-managers of the offering.

The offering of these securities was made only by means of a prospectus. Copies of the final prospectus may be obtained by contacting one of the following: BofA Merrill Lynch, 222 Broadway, 7th Floor, New York, NY 10038, Attn: Prospectus Department or by emailing dg.prospectus_requests@baml.com; Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, New York 10014, Telephone: 1-866-718-1649, or by emailing prospectus@morganstanley.com; or J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, Attention: Prospectus Department or by calling 866-803-9204.

A registration statement relating to these securities has been filed with, and declared effective by, the U.S. Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these shares in any state in which such offer, solicitation or sale would be unlawful, prior to registration or qualification under the securities laws of any state.

About Bloomin' Brands, Inc.

Bloomin' Brands, Inc. is a portfolio of brands comprised of Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse & Wine Bar and Roy's with more than 1,400 restaurants in 48 states and 20 countries and territories internationally.

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