



January 4, 2013

## **Bloomin' Brands to Present at the 15th Annual ICR XChange Investor Conference on January 17, 2013**

TAMPA, Fla., Jan. 4, 2013 (GLOBE NEWSWIRE) -- Bloomin' Brands, Inc. (Nasdaq:BLMN) (the "Company") announced today that David Deno, Executive Vice President and Chief Financial Officer, will be presenting at the 15<sup>th</sup> Annual ICR XChange Investor Conference at the Fontainebleau Miami Beach hotel in Miami Beach, Fla.

The Company will present on Thursday, January 17, 2013 at 8:25 a.m. Eastern Time. The presentation will be webcast live and archived on the Company website. To access the presentation, please visit [www.bloominbrands.com](http://www.bloominbrands.com) under the tab "Investor Relations."

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

Bloomin' Brands, Inc. is a portfolio of founder-inspired restaurant 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 throughout 48 states, Puerto Rico, Guam and 19 countries.

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