

**Bloomin' Brands, Inc. to Host Fiscal 2017 Second Quarter Earnings
Conference Call at 9:00 AM EDT on July 26, 2017**

TAMPA, Fla, July 5, 2017 – Bloomin' Brands, Inc. (Nasdaq: BLMN) will release results for the fiscal second quarter ended June 25, 2017, on Wednesday, July 26, 2017, at approximately 7:00 AM EDT, which will be followed by a conference call to review its financial results at 9:00 AM EDT the same day.

To access the live call, dial (877) 407-9039, or (201) 689-8470 for international participants. A replay will be available beginning two hours after the call and can be accessed by dialing (844) 512-2921 or (412) 317-6671 for international callers. The replay will be available until Wednesday, August 2, 2017. The conference ID for the live call and replay is 13665492.

The call will also be webcast live from the Company's website at <http://www.bloominbrands.com> under the Investors section.

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 four founder-inspired brands: Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill and Fleming's Prime Steakhouse & Wine Bar. The Company operates approximately 1,500 restaurants in 48 states, Puerto Rico, Guam and 20 countries, some of which are franchise locations. For more information, please visit www.bloominbrands.com.

Contact:

Bloomin' Brands, Inc.
Mark Graff
Vice President, Corporate Finance & IR
(813) 830-4988
Investor@bloominbrands.com

SOURCE: Bloomin' Brands, Inc.