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Mike Kappitt Appointed President of Carrabba's Italian Grill

TAMPA, Fla., Feb. 16, 2016 /PRNewswire/ -- Bloomin' Brands, Inc. (Nasdaq: BLMN) today announced the appointment of Mike Kappitt as President of Carrabba's Italian Grill. In this role, Kappitt will be responsible for leading the operations and development of the Carrabba's brand in the United States. Kappitt most recently served as the Senior Vice President and Chief Marketing Officer of Bloomin' Brands.

"Mike's proven leadership and brand-building talents are perfect for the Carrabba's brand," said Liz Smith, CEO of Bloomin' Brands, Inc. "Consumers continue to recognize Carrabba's as their favorite Italian restaurant and with the introduction of a new menu, this is an exciting time for Carrabba's."

Kappitt joined Bloomin' Brands in 2011 as the Chief Marketing Officer of Outback Steakhouse. During his tenure, the brand introduced the wood-fire grill, lighter menu items and doubled the number of remodeled restaurants. He was promoted to Chief Marketing Officer of Bloomin' Brands in 2013 to lead strategy and marketing to drive long-term sustainable growth for all four of the company's brands.

Kappitt joined Bloomin' Brands from Burger King where he served as Chief Marketing Officer for North America. He brings operations and revenue management experience from Alamo and National Car Rental.

Kappitt holds a Bachelor of Accounting degree from Florida International University.

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 and Wine Bar. The Company owns and operates approximately 1,500 restaurants in 48 states, Puerto Rico, Guam and 22 countries, some of which are franchise locations. For more information, please visit bloominbrands.com.

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