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APPLEBEES INTERNATIONAL INC

Form 8-K

February 28, 2006

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of report (Date of earliest  
event reported) February 28, 2006

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APPLEBEE'S INTERNATIONAL, INC.

-----  
(Exact Name of Registrant as Specified in Its Charter)

DELAWARE

000-17962

43-1461763

-----  
(State or other jurisdiction  
of incorporation)

-----  
(Commission  
File Number)

-----  
(IRS Employer  
Identification No.)

4551 W. 107th Street, Overland Park, Kansas

66207

-----  
(Address of principal executive offices)

-----  
(Zip Code)

(913) 967-4000

-----  
(Registrant's telephone number, including area code)

None

-----  
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to  
simultaneously satisfy the filing obligation of the registrant under any of the  
following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 7.01. Regulation FD Disclosure

On February 28, 2006, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International to Present at Four Investment Conferences in March." The press release is included below.

FOR IMMEDIATE RELEASE

Contact: Carol DiRaimo, Vice President of Investor Relations  
(913) 967-4109

Applebee's International to Present at  
Four Investment Conferences in March

OVERLAND PARK, KAN., February 28, 2006 - Applebee's International, Inc. (Nasdaq:APPB) will be presenting at four conferences during the month of March. The dates and times of the presentations are as follows:

- o Monday, March 6, 2006, at 1:40 p.m. Eastern Time - Raymond James Institutional Investors Conference to be held in Orlando, FL. A webcast of this presentation will be available over the Internet at <http://www.wsw.com/webcast/rj19/appb/>.
- o Wednesday, March 8, 2006, at 11:15 a.m. Eastern Time - Bear Stearns Retail, Restaurants & Apparel Conference to be held in New York, NY. A webcast of the presentation will be available over the Internet at [http://customer.talkpoint.com/BEAR002/030706a\\_cy/default.asp?entity=applebees](http://customer.talkpoint.com/BEAR002/030706a_cy/default.asp?entity=applebees).
- o Wednesday, March 15, 2006, at 2:30 p.m. Eastern Time - Banc of America Consumer Conference to be held in New York, NY. A webcast of this presentation will be available over the Internet at <http://www.veracast.com/webcasts/bas/consumer06/id91207288.cfm>.
- o Wednesday, March 22, 2006, at 12:30 p.m. Eastern Time - JP Morgan Gaming, Lodging & Restaurants Conference in Las Vegas, NV. A webcast of the presentation will be available over the Internet at <http://equityconferences.jpmorgan.com/>.

These presentations will also be available at the Investors section of the company's website ([www.applebees.com](http://www.applebees.com)). Archived webcasts will be available for two weeks following the presentations.

Applebee's International, Inc., headquartered in Overland Park, Kan., develops, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar brand, the largest casual dining concept in the world. As of February 19, 2006, there were 1,817 Applebee's restaurants operating system-wide in 49 states and 15 international countries. Additional information on Applebee's International can be found at the company's website ([www.applebees.com](http://www.applebees.com)).

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

APPLEBEE'S INTERNATIONAL, INC.  
(Registrant)

Date: February 28, 2006  
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By: /s/ Steven K. Lumpkin  
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Steven K. Lumpkin  
Executive Vice President and  
Chief Financial Officer