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APPLEBEES INTERNATIONAL INC

Form 8-K

January 03, 2007

UNITED STATES  
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)

January 3, 2007

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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 January 3, 2007, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International to Present at the Cowen and Company 5th Annual Consumer Conference." 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 the  
Cowen and Company 5th Annual Consumer Conference

OVERLAND PARK, KAN., January 3, 2007 - Applebee's International, Inc. (Nasdaq:APPB) will be presenting at the Cowen and Company 5th Annual Consumer Conference to be held in New York on Tuesday, January 9, 2007, at 9:00 a.m. Eastern Time. A webcast of the presentation will be available over the Internet at [http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=APPB&item\\_id=1450133](http://www.corporate-ir.net/ireye/conflobby.zhtml?ticker=APPB&item_id=1450133). The presentation will also be available at the Investors section of the company's website ([www.applebees.com](http://www.applebees.com)). The archived webcast will be available for two weeks following the presentation.

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 December 31, 2006, there were 1,930 Applebee's restaurants operating system-wide in 49 states and 17 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: January 3, 2007  
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By: /s/ Steven K. Lumpkin  
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Steven K. Lumpkin  
Executive Vice President and  
Chief Financial Officer