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APPLEBEES INTERNATIONAL INC

Form 8-K

February 18, 2004

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) February 18, 2004

Commission File Number: 000-17962

Applebee's International, Inc.

(Exact name of registrant as specified in its charter)

Delaware

43-1461763

(State or other jurisdiction of
incorporation or organization)

(I.R.S. Employer Identification No.)

4551 W. 107th Street, Suite 100, Overland Park, Kansas 66207

(Address of principal executive offices and zip code)

(913) 967-4000

(Registrant's telephone number, including area code)

None

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

Item 9. Regulation FD Disclosure

On February 18, 2004, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International to Present at the Tenth

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Annual Bear Stearns Retail, Restaurants & Apparel 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
Tenth Annual Bear Stearns Retail, Restaurants & Apparel Conference

Overland Park, Kan., February 18, 2004 -- Applebee's International, Inc. (Nasdaq:APPB) will be presenting at the Tenth Annual Bear Stearns Retail, Restaurants & Apparel Conference to be held in New York City on Wednesday, February 25, 2004, at 11:15 a.m. Eastern Time. An audio-only webcast of this presentation will be available over the Internet at http://customer.nvglb.com/BEAR002/022404a_cy/default.asp?entity=applebees and will also be available at the Investor Relations section of the company's website (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. There are currently 1,594 Applebee's restaurants operating system-wide in 49 states and nine international countries. Additional information on Applebee's International can be found at the company's website (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 18, 2004

By: /s/ Steven K. Lumpkin

Steven K. Lumpkin

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Executive Vice President and
Chief Financial Officer