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APPLEBEES INTERNATIONAL INC

Form 8-K

February 23, 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 23, 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 23, 2004, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International to Present at the Raymond

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James Institutional Investors 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
Raymond James Institutional Investors Conference

Overland Park, Kan., February 23, 2004 -- Applebee's International, Inc. (Nasdaq:APPB) will be presenting at the Raymond James Institutional Investors Conference to be held in Orlando, Florida, on Monday, March 1, 2004, at 1:05 p.m. Eastern Time. An audio-only webcast of the presentation will be available over the Internet at <http://www.wallstreetwebcasting.com/webcast/rjii04/appb/> 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 23, 2004

By: /s/ Steven K. Lumpkin

Steven K. Lumpkin
Executive Vice President and
Chief Financial Officer

