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APPLEBEES INTERNATIONAL INC
Form 8-K
February 28, 2005

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, 2005

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, 2005, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International to Present at Multiple 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
Multiple Conferences in March

Overland Park, Kan., February 28, 2005 - Applebee's International, Inc. (Nasdaq:APPB) will be presenting at the following conferences during the month of March:

- o Raymond James Institutional Investors Conference (in Orlando, FL) on Monday, March 7, 2005, at 1:05 p.m. Eastern Time
- o Bear Stearns Retail, Restaurants & Apparel Conference (in New York) on Wednesday, March 9, 2005, at 2:15 p.m. Eastern Time
- o Banc of America Securities Conference (in New York) on Wednesday, March 16, 2005, at 2:30 p.m. Eastern Time

Webcasts of these presentations will be available at the Investor Relations section of the company's website (<http://www.applebees.com>). An archived webcast will be available for two weeks following each 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 1,684 Applebee's restaurants operating system-wide in 49 states and 12 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

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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, 2005

By: /s/ Steven K. Lumpkin

Steven K. Lumpkin
Executive Vice President and
Chief Financial Officer