

Edgar Filing: APPLEBEES INTERNATIONAL INC - Form 8-K

APPLEBEES INTERNATIONAL INC  
Form 8-K  
March 13, 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) March 13, 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 8.01 Other Events.

On March 13, 2007, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's Announces Advertising Agency Review." The release is attached as Exhibit 99.1.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits. The following exhibits are filed herewith:

99.1 Applebee's Announces Advertising Agency Review.

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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 hereunto duly authorized.

Date: March 13, 2007

APPLEBEE'S INTERNATIONAL, INC.

By: /s/ Steven K. Lumpkin

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Steven K. Lumpkin  
Executive Vice President and  
Chief Financial Officer

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EXHIBIT INDEX

Exhibit Number	Description
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99.1	Applebee's Announces Advertising Agency Review.

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