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APPLEBEES INTERNATIONAL INC
Form 8-K
September 15, 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) September 14, 2004

Applebee's International, Inc.

(Exact name of registrant as specified in its charter)

Delaware	000-17962	43-1461763
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification No.)

4551 W. 107th Street, 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)

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

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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))

Item 7.01. Regulation FD Disclosure

On September 14, 2004, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International to Present at the Banc of America Securities 34th Annual Investment Conference." The release contained the following information.

FOR IMMEDIATE RELEASE

Contact: Carol DiRaimo,
Vice President of Investor Relations
(913) 967-4109

Applebee's International to Present at the
Banc of America Securities 34th Annual Investment Conference

Overland Park, Kan., September 14, 2004 -- Applebee's International, Inc. (Nasdaq:APPB) will be presenting at the Banc of America Securities 34th Annual Investment Conference to be held in San Francisco on Tuesday, September 21, 2004, at 10:00 a.m. Pacific Time. A webcast of the presentation will be available over the Internet at <http://www.veracast.com/webcasts/bas/34th-annual-2004/id11206411.cfm>. A webcast of the breakout session will immediately follow the presentation and will be available at <http://www.veracast.com/webcasts/bas/34th-annual-2004/id53207979.cfm>. Both the presentation and breakout session 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 1,634 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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2

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.

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(Registrant)

Date: September 14, 2004

By: /s/ Steven K. Lumpkin

Steven K. Lumpkin
Executive Vice President and
Chief Financial Officer