



OUTBACK LAUNCHES NEW APP ALLOWING GUESTS TO PAY FROM THEIR PHONE

Iconic steakhouse's latest digital innovation is part of an ongoing commitment to enhance the guest experience

Tampa, Fla., March 10, 2016 – With the launch of its new mobile app, Outback Steakhouse is offering guests even more control over their dining experience so they can enjoy steak on their own terms. Outback's new app allows guests to join the wait list and check in, receive exclusive offers, and choose how and when they want to pay the bill. This launch is part of Outback's larger digital commitment to improve customer convenience, choice, and control of their dining experience and follows a series of recent innovations that includes a new state-of-the-art website experience that provides easy online ordering and the convenience of getting on the waitlist.

The new Outback mobile app's key features include:

- **Pay when you're ready.** You no longer have to wait to pay your bill – guests can choose to pay right from their phone. If guests opt to use this exciting new feature, they can split the check, add a tip and securely store payment details for future visits.
- **Get steak faster.** Get on the wait list before you even arrive and get notified when your table is ready - right through the app.
- **Save Money.** Receive exclusive coupons and offers, store for future visits in the app's Offer Pouch and apply them directly to the bill, so you don't have to print coupons at home.
- **Pick Your Steak!** Browse the menu of your nearest Outback location to help narrow down your steak cravings.

"The Outback culture is, and has always been, to provide as many choices as possible to our guests and to help manage their valuable time," said Jeff Smith, Outback Steakhouse President. "This app is just one of several digital advancements we're launching in 2016 to elevate our guests' dining experience."

In the coming months, Outback will continue to offer guests more choices. Soon, on Outback.com, customers will be able to view their bill, customize the tip and pay right from their phone so they can leave when they're ready.

And coming this summer, Outback Steakhouse will add more digital enhancements with the national launch of Bloomin Brands' Dine Rewards, the company's first multi-brand loyalty program. The concept is simple: After three visits to any Bloomin' Brands restaurant, including Outback Steakhouse, customers will earn up to 50% off their fourth visit. This rewards program will have full functionality online and on Outback's new mobile app.

The Outback app is available for free download at the Apple App Store for iPhone devices and Google Play for Android devices. To learn more, visit www.outback.com/app. For up-to-date news on Outback's latest digital offerings, please visit www.outback.com, www.facebook.com/outback or follow us on Twitter [@Outback](https://twitter.com/Outback).

About Outback Steakhouse

Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. New creations and grilled classics are made from scratch daily using only the highest quality ingredients sourced from around the world. For more information, please visit www.outback.com or <http://www.facebook.com/outback>.

Elizabeth Watts
Bloomin' Brands Inc.
813-830-4967 / ElizabethWatts@BloominBrands.com

Morgan Calef
Hunter Public Relations
212-679-6600 x 329 / mcalef@hunterpr.com