

DINE REWARDS™ SWEETENS THE MEAL WITH A CHANCE TO DINE FREE FOR A YEAR AT OUTBACK STEAKHOUSE, CARRABBA'S ITALIAN GRILL OR BONEFISH GRILL

With more than 5 million members, the loyalty program kicks off a tasty sweepstakes for current and new members during March

TAMPA, FL (March 1, 2018) – The only thing better than 50 percent off your fourth visit is dining free for a year! Today Bloomin' Brands, Inc.® (NASDAQ: BLMN) launched the Dine Rewards™ 5 Million Members Sweepstakes to celebrate a special milestone for the multi-concept loyalty program. More than five million guests are registered to receive rewards through Dine Rewards™.

The sweepstakes, which starts today, gives current and new members a chance to win a variety of prizes including free appetizers or desserts, \$50 or \$500 e-gift cards and a grand prize of free* Outback, Carrabba's or Bonefish for a year. For every qualified* visit during the month of March, current and new members will be automatically entered for a chance to win. New members can sign up for Dine Rewards™ at www.dine-rewards.com.

Dine Rewards™ is the first nationwide loyalty program in casual dining to offer rewards across multiple restaurant concepts. Earning rewards is easy - when visiting a participating restaurant for dine in or take out, members only need to provide their server with the phone number associated with the account to receive credit and an entry into the sweepstakes. After just three qualified visits to Outback Steakhouse®, Carrabba's Italian Grill®, Bonefish Grill® or Fleming's Prime Steakhouse & Wine Bar®, guests can earn 50 percent off* on their fourth visit.

The Dine Rewards™ 5 Million Members Sweepstakes begins at 9 a.m. EST on March 1 and ends at 11:59 p.m. EST on March 31. No purchase necessary to enter or win. Maximum of two entries daily. For official rules and more information visit www.dine-rewards.com/sweeps.

*For full program terms and conditions, please visit www.dine-rewards.com/terms-and-conditions and for sweepstakes official rules and more information visit www.dine-rewards.com/sweeps.

About Bloomin' Brands, Inc.®

Bloomin' Brands, Inc. is one of the largest casual dining restaurant companies in the world with a portfolio of leading, differentiated restaurant concepts. The company has four founder-inspired brands: Outback Steakhouse, Carrabba's Italian Grill®, Bonefish Grill and Fleming's Prime Steakhouse & Wine Bar. The company owns and operates approximately 1,500 restaurants in 48 states, Puerto Rico, Guam, and 19 countries, some of which are franchise locations. Bloomin' Brands is a 2018 Fortune World's Most Admired Company. For more information, please visit www.bloominbrands.com.