



NEWS

Cathie Koch
Vice President, Corporate Communications
(813) 830-5127

Bloomin' Brands, Inc. Signs Middle East Expansion Agreements

TAMPA, Fla., July 5, 2016 -- Bloomin' Brands, Inc. (NASDAQ: BLMN) is expanding its international presence with plans to develop 26 Outback Steakhouse and Abbraccio restaurants in the Middle East over the next five years. There are currently six Abbraccio restaurants in Brazil with more scheduled to open by the end of the year. To date, Abbraccio is the name used for Carrabba's Italian Grill outside of the United States.

An agreement with SNASCO Trading Company will add 15 restaurants, eight Outback Steakhouse and seven Abbraccio restaurants, to their five current Outback Steakhouse restaurants in Saudi Arabia. The new locations will be built in Jordan, Saudi Arabia, and Kuwait.

In a second agreement, Al Majid Jawad has committed to opening 11 Outback Steakhouse restaurants in United Arab Emirates, Bahrain, Oman and Qatar. Jawad currently operates an Outback Steakhouse in Qatar.

"Accelerating international development is one of the platforms we have identified for long-term sustainable growth," said Liz Smith, CEO. "These trusted business partners have appreciated the global portability of our brands, and we look forward to their continued expansion."

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 and Wine Bar. The Company owns and operates approximately 1,500 restaurants in 48 states, Puerto Rico, Guam and 22 countries, some of which are franchise locations. For more information, please visit bloominbrands.com.

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