



NEWS

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Ramin Eivaz Joins Bloomin' Brands, Inc.

TAMPA, Fla. (January 8, 2018) – Bloomin' Brands, Inc. (NASDAQ: BLMN) announced that Ramin Eivaz joined the company as Senior Vice President of Digital Marketing, Analytics & CRM. This newly created position will lead a team that will integrate brand marketing and digital analytics for an enhanced customer experience.

“Technology continues to play a key role in the overall dining experience, from planning a visit through sharing the experience afterward,” said Liz Smith, CEO. “Ramin’s expertise in data personalization and customer engagement will play a vital role in marketing to our dine-in, delivery and growing Dine Rewards loyalty guests.”

Eivaz joins Bloomin' Brands from HSN where, he built a new digital analytics organization that helped transform the company from a national television shopping network to a state-of-the-art multi-channel retailer. Prior to HSN, he held executive leadership positions in marketing, digital, consumer insights and analytics with companies such as Acosta Sales & Marketing, Wachovia, Kimberly Clark and PepsiCo.

Eivaz holds an MBA and BS in Marketing and Computer Science from California State University, Stanislaus.

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, Bonafish 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 19 countries, some of which are franchise locations. For more information, please visit bloominbrands.com.

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