



## **Breakfast Lovers Scramble Over IHOP's New Stuffed Crepes**

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IHOP Continues to Satisfy With Innovative Menu Items

GLENDAL, Calif., Oct. 8 /PRNewswire-FirstCall/ -- Breakfast lovers around the country are scrambling over the latest sunrise sensation -- IHOP's (NYSE: IHP) new Stuffed Crepes. Featuring light, golden crepes overflowing with eggs, meats and scrumptious cheeses, this is IHOP's latest new product promotion during a successful year that included the introduction of Stuffed French Toast, Paradise Pancakes and Super Stackers sandwiches.

"Guest response to Stuffed Crepes has been extremely positive and we expect this product to continue the momentum we have created in 2003," said IHOP's Chief Marketing Officer Gregg Nettleton. "The unique combination of ingredients and great flavors underscores IHOP's commitment to provide new, distinct tastes that ensure guests come hungry and leave happy."

IHOP is serving up Stuffed Crepes from September 29 to December 28 in three delicious varieties including the Grilled Ham and Swiss, two light crepes stuffed with scrambled eggs, grilled ham and Swiss cheese; Crepe Wraps Supreme overflowing with scrambled eggs, grilled ham, sausage and a blend of cheeses; and the Bacon and Cheddar filled with scrambled eggs, crisp bacon and Cheddar cheese. All Stuffed Crepes are topped with sour cream and served with two buttermilk pancakes or hash browns.

The IHOP family restaurant chain has been serving a wide variety of breakfast, lunch and dinner selections for 45 years. Offering more than 16 types of pancakes, as well as omelets, breakfast specialties, burgers, chicken and steaks, IHOP's diverse menu appeals to people of all ages. IHOP restaurants are developed, operated and franchised by Glendale, California based IHOP Corp. As of June 30, 2003, there were 1,136 IHOP restaurants in 48 states and Canada. IHOP is publicly traded on the NYSE under the symbol "IHP." For more information, call the Company's headquarters at (818) 240-6055 or visit the Company's website located at [www.ihop.com](http://www.ihop.com).