



IHOP Keeps the Griddle Hot With New 'Stuff' in Their French Toast

March 4, 2003

GLENDAL, Calif., Mar 4, 2003 /PRNewswire-FirstCall via COMTEX/ --

Stuffed French Toast Debuts at IHOP Restaurants Nationwide

IHOP (NYSE: IHP) is cooking up some new "stuff" this spring, as the family favorite has its grills hot for Stuffed French Toast, a delectable treat that combines the tradition of comfort food with an element of surprise. A limited time special, IHOP's new Stuffed French Toast is available at locations nationwide now through April 27, 2003.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20030227/LATH003>)

Developed by IHOP's executive chef Monte Loiacono, Stuffed French Toast features an abundance of whipped cream cheese inside a fluffy slice of cinnamon raisin bread dipped in IHOP's special French toast batter and grilled to a golden brown. Guests may choose from a variety fruit toppings, including strawberries, blueberries and cinnamon apples along with whipped topping to crown their Stuffed French Toast. Available as part of a combo meal with breakfast favorites such as eggs, hash browns and bacon or sausage, Stuffed French Toast can be ordered for breakfast, lunch or dinner.

"Stuffed French Toast is part of our continuing effort to bring new and unique products to IHOP guests," said Gregg Nettleton, chief marketing officer, IHOP Corp. "Stuffed French Toast gives our loyal guests a new reason to visit IHOP this spring, and it also encourages those who may not have come to IHOP lately, to rediscover us again."

Stuffed French Toast is available for a limited time only at participating locations.

The IHOP family restaurant chain has been serving up a variety of mouthwatering selections for breakfast, lunch and dinner for more than 40 years. Offering more than 16 types of pancakes, omelettes and other breakfast specialties, as well as burgers, chicken and steaks, IHOP's diverse menu appeals to people of all ages. Restaurants are developed, operated and franchised by Glendale, Calif.-based IHOP Corp., which is publicly traded on The New York Stock Exchange under the ticker symbol "IHP." As of December 31, 2002, the end of the company's fourth quarter, there were 1,103 IHOP restaurants in 45 states and Canada. For more information, please call the company's headquarters at (818) 240-6055 or visit their Web site at <http://www.ihop.com> .