



## **IHOP Marks the Spot for Tasty New Treasures**

April 23, 2007

### **Bounty of Stuffed French Toast Flavors at IHOP for a Limited Time**

GLENDAL, CA, Apr 23, 2007 (MARKET WIRE via COMTEX News Network) -- This spring, IHOP invites guests to indulge in a bounty of flavor combinations by discovering the riches of its golden Stuffed French Toast Treasures. IHOP (NYSE: IHP), one of America's favorite restaurants for breakfast, lunch and dinner, is building upon its Stuffed French Toast success by offering unique flavors that are sure to provide a delightfully tasty adventure for all.

From now through June 24, IHOP guests can give into their cravings and choose from new Cherry-Vanilla and Banana-Caramel Stuffed French Toast, or enjoy a classic favorite with IHOP's Original Stuffed French Toast. IHOP marks the spot for these flavorful treasure troves, which are sure to hit the spot for guests:

Cherry-Vanilla Stuffed French Toast -- Warm French Toast stuffed with vanilla custard and topped with warm black cherry compote, powdered sugar and creamy whipped topping.

Banana-Caramel Stuffed French Toast -- Warm French Toast stuffed with banana cream and drizzled with caramel, walnuts and sliced, fresh bananas dusted with powdered sugar and crowned with creamy whipped topping.

Always a favorite and one of IHOP's most popular items, Original Stuffed French Toast rounds out this delicious lineup -- warm cinnamon-raisin French toast stuffed with sweetened cream cheese and topped with creamy whipped topping, powdered sugar and strawberry, blueberry or cinnamon-apple topping. IHOP first introduced Stuffed French Toast as a limited time offer four years ago, and due to popular demand by guests, was added to IHOP's menu two years ago.

"Stuffed French Toast was first introduced as part of IHOP's ongoing efforts to offer our guests new, exciting and delicious choices, and we're delighted to offer new flavors of one of our most popular menu items," said Carolyn O'Keefe, Chief Marketing Officer of IHOP. "When it comes to providing guests with unique breakfast dishes, IHOP is the leader in developing craveable treats that can't be found elsewhere."

Stuffed French Toast Treasures are available with the guest's choice of either a Sampler, Regular or Big combo, served with eggs, hash browns and bacon or sausage. Stuffed French Toast Treasures are available for a limited time only at participating IHOP locations, and are available to carry out through the new IHOP 'n Go takeout program. Pricing may vary by location.

And don't forget to give moms, dads and grads something else to "treasure" this spring -- an IHOP gift card. For Mother's Day, Father's Day, Graduation and every day, IHOP gift cards are available in any denomination between \$5 to \$50 at local IHOP restaurants and online at [www.IHOP.com](http://www.IHOP.com).

### **ABOUT IHOP CORP.**

The IHOP family restaurant chain has been serving a wide variety of breakfast, lunch and dinner selections for more than 45 years. Offering 14 types of pancakes as well as omelettes, breakfast specialties, burgers, sandwiches, salads, chicken and steaks, IHOP's diverse menu appeals to people of all ages. IHOP restaurants are franchised and operated by Glendale, California-based International House of Pancakes, Inc., a wholly owned subsidiary of IHOP Corp. As of March 31, 2007, the end of IHOP Corp.'s first quarter, there were 1,306 IHOP restaurants in 49 states, the U.S. Virgin Islands, Canada and Mexico. IHOP Corp. common stock is listed and 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 Web site located at [www.ihop.com](http://www.ihop.com).

Jennifer Pendergrass  
IHOP Corp.  
818-637-3603

James Doyle/Tracy Garcia  
IHOP News Bureau  
866-202-6688

SOURCE: IHOP Corp.