



## It's a Scary October When IHOP Restaurants Bring Back the "Scary Face" Pancake—and a Special Halloween Treat on October 31 When Kids under 12 Get a "Scary Face" Pancake Free!

October 1, 2013

### Perennial Fall Favorite Pumpkin Pancakes Return to the Menu As Well

GLENDAL, Calif.--(BUSINESS WIRE)--Oct. 1, 2013-- As Halloween approaches, be very afraid—and also a little hungry—because participating IHOP® restaurants across the country are bringing back one of their most beloved traditions for kids: the "Scary Face" pancake joins the "Just For Kids" menu, beginning October 1 and lasting throughout the month.



And as a special Halloween treat, on October 31, participating IHOP restaurants will offer kids 12 and under a "Scary Face" pancake free—and that's no trick!

Kids 12 and under can order a "Scary Face" pancake and be able to make it into as scary—or funny—a face as they want. The Scary Face pancake comes with one of IHOP restaurant's world famous buttermilk pancakes, a whipped topping mouth, a glazed strawberry nose and a set of delicious decorations: two mini-Oreo® cookies to create eyes and eight pieces of candy corn to add teeth or fangs... Let your imagination run wild!

And kids over 12—and grownups—will get a treat too, when the most popular seasonal favorite, pumpkin pancakes return to the menu at participating IHOP restaurants.

"We're excited to bring back one of our most requested holiday promotions, the 'Scary Face' pancake—and even more excited to celebrate Halloween with our guests 12 and under by giving them a free 'Scary Face' pancake when they visit us on October 31," said Natalia Franco, Vice President, Marketing, International House of Pancakes, LLC.

IHOP restaurants are bringing back the "Scary Face" pancake this October and a special Halloween treat on October 31 when kids 12 and under get a "Scary Face" pancake free! (Photo: Business Wire)

"Whether we're your first stop on Halloween to fortify your kids for a day of costume parades and trick or treating or your kids want to end the day by celebrating with a 'Scary Face' dinner, you'll want to spend at least part of the day at your local IHOP restaurant," said Franco. "The place that brings you 'Everything You Love About Breakfast'™ is happy to bring you 'Everything you love about Halloween!'"

The "Scary Face" pancake will only be available through the month of October. Hurry before they vanish...like ghosts!

### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 55 years, International House of Pancakes, LLC has been a leader and expert in all things breakfast and a leader in family dining. The chain is highly competitive in its menu offering, serving 65 different signature, made-to-order breakfast options as well as a range of meals under 600 calories. Beyond offering "everything you love about breakfast,"<sup>SM</sup> IHOP® restaurants have a wide selection of popular lunch and dinner items, as well. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of June 30, 2013, there were 1,593 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, the Philippines and the U.S. Virgin Islands. Under the licensed name IHOP at HOME® consumers can also enjoy a line of premium breakfast products available at leading retailers. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN). For more information or to find an IHOP restaurant near you, please visit [www.IHOP.com](http://www.IHOP.com). Follow IHOP on [Facebook](#) and [Twitter](#).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131001005186/en/>

Source: IHOP

IHOP  
Craig Hoffman, 818-637-6303