



DineEquity, Inc. Announces the First IHOP Restaurant Airport Location, Opening at Atlanta's Hartsfield Jackson International Airport Tuesday, October 1

October 2, 2013

"IHOP Express[®]," Located in the World's Busiest Passenger Airport And Operated By Franchisee Global Concessions Inc., Represents the Brand's Expansion To Non-Traditional Venues

GLENDALE, Calif. & ATLANTA--(BUSINESS WIRE)--Oct. 1, 2013-- DineEquity, Inc. (NYSE: DIN), parent company of Applebee's Neighborhood Grill & Bar[®] and IHOP[®] Restaurants, today announced that IHOP, the iconic brand famous the world over for bringing its guests "everything they love about breakfastSM" is opening its first airport location October 1 at the world's busiest passenger airport, Hartsfield Jackson Atlanta International Airport.

The "IHOP Express" is run by franchisee Global Concessions, Inc., an experienced operator of airport as well as traditional restaurants. It will be open twenty four hours a day, seven days a week and serve a wide variety of menu items, including the classic IHOP favorites, to the more than 90 million domestic and international travelers who pass through the airport every year, as well as the more than 60,000 airport workers and members of the local community.

Located in the Main Terminal Food Court before the security checkpoints, the "IHOP Express" will be accessible to everyone. "IHOP Express" is approximately 3,000 square feet with a seating capacity for 120 guests. In addition to sit down service, the "IHOP Express" features a "Grab and Go" section, where guests can purchase some of their favorite IHOP menu items to enjoy during their flight. This location will also serve a selection of beer and wine, as well as provide a place for guests to store their luggage while they dine.

"While we have been looking to enter what we think will be an extremely lucrative market with great visibility for our internationally known brand, we needed both the right location and the right franchisee," said Julia Stewart, Interim President of International House of Pancakes LLC as well as Chairman and CEO of its parent company, DineEquity Inc. "With this 'IHOP Express' we've found both. We are proud to be part of the Hartsfield-Jackson Atlanta Airport, and Terry Harps and Global Concessions, Inc. bring the perfect combination of experience in this type of venue as well as a shared commitment to excellence in operations and cuisine that our guests expect—and deserve—when they visit any IHOP restaurant."

"This 'IHOP Express' marks an important step in our continued expansion into non-traditional venues like airports and colleges," Stewart added. "While we are starting at the top with the world's busiest airport, we hope this will be the first of many airport locations to come, throughout the country and around the world."

"It has been a pleasure working with my colleagues at IHOP. We are delighted to have this opportunity to bring one of the world's most recognizable and beloved brands to this airport and to provide all our guests the great service, value and classic menu items that have made IHOP famous for more than 55 years," said Terry Harps, President, Global Concessions, Inc. "Together, we designed a modern, yet very comfortable and accessible restaurant," he continued, "one that we're sure will serve as a gathering place for friends and associates meeting before they depart or when they arrive from their flight, as well as a gathering place for airport workers and the local community."

"We're pleased to be able to add another terrific option to the diverse array of dining choices at the world's busiest airport," said Louis Miller, general manager of Hartsfield-Jackson. "IHOP is one of the country's truly iconic restaurant brands, and it's exciting to be able to offer this to travelers in the atrium of the Airport's domestic terminal."

ABOUT DINEEQUITY, INC.

Based in Glendale, California, DineEquity, Inc., through its subsidiaries, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar[®] and IHOP[®] brands. With more than 3,500 restaurants combined in 18 countries, over 400 franchisees and approximately 200,000 team members (including franchisee- and company-operated restaurant employees), DineEquity is one of the largest full-service restaurant companies in the world. For more information on DineEquity, visit the Company's Web site located at www.dineequity.com.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 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 breakfastSM," 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. Follow IHOP on [Facebook](#) and [Twitter](#).

ABOUT GLOBAL CONCESSIONS, INC.

Global Concessions, Inc. (GCI) was formed specifically to operate food and beverage concessions in major transportation hubs in the United States. With the opening of the first store in April 1991, the company participated in the introduction of the first branded concepts at the Hartsfield-Jackson Atlanta International Airport (HJIA). As a multi-concept operator, GCI now has over 500 employees and 12 brand concepts in the HJIA including One Flew South which opened in 2008, the first fine dining restaurant in the world's busiest airport. The first street-side GCI full-service fine dining restaurant, Sweet Georgia's Juke Joint, a \$4 million investment in the future of downtown, opened in 2010 in the historic 200 Peachtree building in Atlanta.

Source: DineEquity, Inc.

IHOP

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