



## DineEquity Targets International Growth for Applebee's and IHOP with Hiring of Daniel del Olmo as President, International

December 19, 2013

### *New Division to Focus on Enhanced Operations, Growth in Existing and New Markets*

GLENDALE, Calif.--(BUSINESS WIRE)--Dec. 19, 2013-- DineEquity, Inc. (NYSE:DIN), the parent company of Applebee's Neighborhood Grill & Bar® and IHOP® restaurants, today announced the appointment of Daniel del Olmo as president, international, effective December 16, 2013. Mr. del Olmo, who most recently served as Senior Vice President and Managing Director of Wyndham Hotel Group for Wyndham Worldwide, was instrumental in the international growth of multiple hotel brands at Wyndham.



DineEquity Names Daniel del Olmo President, International. (Photo: Business Wire)

DineEquity's corporate headquarters in Glendale, CA, will lead a single team that will serve the needs of international franchisees and work to grow the global footprint of DineEquity's iconic brands.

"A fundamental priority wherever we do business is to capitalize on every opportunity to leverage the full power of DineEquity and help our franchisees succeed and grow," said Julia A. Stewart, DineEquity, Inc. Chairman and Chief Executive Officer. "The success of all our franchisees across the globe is our mission, and the key to the worldwide success and growth of DineEquity is a focus on developing each brand's unique presence around the world. In Daniel, we have found a tremendous leader who has a track record of success."

Mr. del Olmo served 11 years at Wyndham in senior management positions with global scope, and previously served in international roles with Amadeus Global Travel Distribution and Melia Hotels International. During his tenure, Wyndham's international presence experienced significant growth and now includes over 1,200 hotels in 66 countries. Mr. del Olmo also laid the groundwork for future international growth and oversaw the execution of several multi-unit transactions to develop Super8 and Travelodge hotels in Brazil.

"Applebee's and IHOP have great international appeal and tremendous brand equity," said Mr. del Olmo. "I'm excited by the opportunity to lead a great team that has the opportunity to enhance operations for both brands in existing markets and to strategically bring the quality food and dining experience each are known for to new countries around the world."

### **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 3,600 restaurants combined in 19 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 [www.dineequity.com](http://www.dineequity.com).

### **Forward-Looking Statements**

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by words such as "may," "will," "should," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. These factors include, but are not limited to: the effect of general economic conditions; the Company's indebtedness; risk of future impairment charges; trading volatility and the price of the Company's common stock; the Company's results in any given period differing from guidance provided to the public; the highly competitive nature of the restaurant business; the Company's business strategy failing to achieve anticipated results; risks associated with the restaurant industry; risks associated with locations of current and future restaurants; rising costs for food commodities and utilities; shortages or interruptions in the supply or delivery of food; ineffective marketing and guest relationship initiatives and use of social media; changing health or dietary preferences; our engagement in business in foreign markets; harm to our brands' reputation; litigation; third-party claims with respect to intellectual property assets; environmental liability; liability relating to employees; failure to comply with applicable laws and regulations; failure to effectively implement restaurant development plans; our dependence upon our franchisees; concentration of Applebee's franchised restaurants in a limited number of franchisees; credit risk from IHOP franchisees operating under our previous business model; termination or non-renewal of franchise agreements; franchisees breaching their franchise agreements; insolvency proceedings involving franchisees; changes in the number and quality of franchisees; inability of franchisees to fund capital expenditures; heavy dependence on information technology; the occurrence of cyber incidents or a deficiency in our cybersecurity; failure to execute on a business continuity plan; inability to attract and retain talented employees; risks associated with retail brand initiatives; failure of our internal controls; and other factors discussed from time to time in the Company's Annual and Quarterly Reports on Forms 10-K and 10-Q and in the Company's other filings with the Securities and Exchange Commission. The forward-looking statements contained in this release are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.



With the hiring of Mr. del Olmo, DineEquity will for the first time consolidate its international operations and development for the Applebee's and IHOP brands. Mr. del Olmo, who will be based in

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131219005438/en/>

Source: DineEquity, Inc.

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