



IHOP® Restaurants Expand National Pancake Day, March 4 Fundraiser to Canada

January 27, 2014

Guests will Receive a Free Short Stack of Buttermilk Pancakes and will be Encouraged to Make a Donation to Benefit Children's Miracle Network

GLENDAL, Calif.--(BUSINESS WIRE)--Jan. 27, 2014-- After eight successful years in the United States that have raised nearly \$13 million for Children's Miracle Network Hospitals and other local causes, IHOP® restaurants plan to expand its National Pancake Day campaign into Canada for the first time this year.



IHOP's National Pancake Day fundraising effort expands to Canada this year for the first time in the fundraiser's eight-year history. (Photo: Business Wire)

On National Pancake Day, March 4, 2014, the more than 20 IHOP restaurants throughout Canada will be participating in the 15 hours of pancake delight, when millions of free pancakes will be served from 7 a.m. to 10 p.m. In exchange for the free short stacks, customers are encouraged to leave a voluntary donation in support of Children's Miracle Network's local children's hospitals.

"Our guests, our franchisees, their team members, and all of us at IHOP look forward to National Pancake Day every year and this year, even more so, knowing we will be expanding the program into Canada for the first time and help Children's Miracle Network to improve the lives of children in need in Canada," said Julia Stewart, Interim President, International House of Pancakes, LLC and CEO of the parent company, DineEquity, Inc. "I'm especially proud that what started as a grass roots effort in a few IHOP markets nine years ago has now grown into a significant and truly international event."

"We are thrilled that IHOP is bringing National Pancake Day to Canada and are grateful that they have chosen to support our hospitals with the money they will raise," said John Hartman, Chief Operating Officer, Children's Miracle Network. "Enjoying a free short stack of delicious pancakes while making a donation is a terrific way for people to improve the lives of sick children in their own community."

"Our franchisees in Canada are excited to be part of this wonderful initiative," said Daniel Del Olmo, President, International, DineEquity, Inc. "While we are an international brand, IHOP restaurants are very much local businesses that care deeply about making a positive contribution to our communities. And partnering with a great cause like Children's Miracle Network, where the funds raised in each community will directly benefit the local hospital, makes the launch of National Pancake Day in Canada even more exciting."

Beginning February 1 through National Pancake Day on March 4, participating IHOP locations in Canada will also sell "Miracle Balloons" for \$1 and \$5 each to benefit Children's Miracle Network member hospitals. All icon proceeds will help provide life-saving care, equipment and programs at member hospitals in Canada. The Miracle Balloons, another way for guests to get involved in helping IHOP meet its fundraising goal, will be displayed throughout the restaurants. Customers who purchase a \$5 Miracle Balloon will receive a \$5 off discount that can be used during their next dining visit.

ABOUT CHILDREN'S MIRACLE NETWORK

Children's Miracle Network® raises funds for 170 children's hospitals, 14 of which are in Canada. These hospitals, in turn, use the money where it's needed the most. When a donation is given, it stays in the community, ensuring that every dollar is helping local kids. Established in 1983, Children's Miracle Network raises funds to support critical research, education, purchase life-saving equipment, and ensure excellence in care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at ChildrensMiracleNetwork.ca.

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 breakfast,"SM 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 September, 2013, there were 1,602 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, Kuwait, 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](#).

NOTE TO EDITORS: Pancake Day is a tradition that dates back several centuries to when the English prepared for fasting during Lent. Strict rules prohibited the eating of all dairy products during Lent, so pancakes were made to use up the supply of eggs, milk, butter and other dairy products...hence the name Pancake Tuesday, or Shrove Tuesday.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140127005319/en/>

Source: IHOP

Wills Communications, Inc.

Terry Wills or Angela Ibarra

310-376-6600

twills@willscom.com or aibarra@willscom.com

or

IHOP

Craig Hoffman, 818-637-3603

Craig.Hoffman@dineequity.com