



IHOP® Restaurants' Tenth National Pancake Day® Inspires Record Giving

April 14, 2015

Celebration of a "Decade of Giving" Raises over \$3.5 million for Children's Miracle Network Hospitals and Other Local Charities; Brings Total Raised to Nearly \$20 Million

GLENDALE, Calif., April 14, 2015 /PRNewswire/ -- The results are in and they're record-breaking! IHOP® Restaurants announced today that it raised more than \$3.5 million with its annual National Pancake Day® fundraiser in March. Celebrating a "Decade of Giving", the family-friendly restaurant chain gave away short stacks of pancakes and invited guests to show their appreciation by making a donation to Children's Miracle Network Hospitals, Shriners Hospitals for Children, Leukemia and Lymphoma Society and other local charities. IHOP's National Pancake Day has raised nearly \$20 million for charity since it began in 2006.



National Pancake Day has grown into a truly international event, beginning in the United States and expanding to Mexico, Canada, Puerto Rico and St. Croix in 2014, and then to the Philippines in 2015. More than 1,500 IHOP restaurants participated in the 15 hours of pancake pandemonium on National Pancake Day, which was held between the hours of 7 a.m. and 10 p.m. on Tuesday, March 3, 2015.

"IHOP guests continue to demonstrate an unparalleled level of generosity, this year helping us raise a record amount —**over \$3.5 million**— for local causes," said Julia Stewart, Interim President, International House of Pancakes, LLC and CEO of parent company, DineEquity, Inc. "To see how much this fundraising initiative has grown over the last decade has been humbling and incredibly gratifying. Thanks to the hard work of our franchisees and their team members, and the generosity of our guests, we have truly been able to make a difference in the lives of children in our local communities, both in the United States and in an increasing number of countries around the world."

In exchange for the free short stacks, customers were encouraged to leave a voluntary donation in support of Children's Miracle Network Hospitals, Shriners Hospitals for Children, Leukemia and Lymphoma Society and other local charities.

As in years past, celebrities, television personalities, and thousands of pancake lovers got in on the fun, including Kathie Lee & Hoda, who enjoyed a short stack of buttermilk pancakes on the *TODAY* show to help spread the word, and thousands of other media outlets encouraged support.

IHOP also served short stacks to the entire New York Stock Exchange trading floor that morning, as Stewart and other members of the IHOP executive team celebrated the day with the ringing of the Opening Bell. The event also made waves across social media, at one time holding four of the top ten trending topic slots on Twitter.

To learn more about National Pancake Day, please visit www.ihoppancakeday.com.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 56 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, ®" 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 December 31, 2014, there were

1,650 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 Kingdom of Saudi Arabia, Bahrain, 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](#) and Instagram.

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SOURCE International House of Pancakes, LLC

Terry Wills, Wills Communications, Inc., 310-376-6600, twills@willscom.com; Craig Hoffman, IHOP, 818-637-3603, Craig.Hoffman@dineequity.com