



IHOP® Restaurants Put Smiles First With New Logo Launch

June 1, 2015

New Mark Signifies Leading Brand's Continuous Evolution and will be Supported by "Summer of Smiles" Series of Events

GLENDALE, Calif., June 1, 2015 /PRNewswire/ -- For nearly 57 years, IHOP® restaurants have helped millions of guests each week start their day with a smile. Today, with the launch of a new logo that prominently features just that, the brand will bring those smiles to life. And, to further demonstrate the IHOP commitment to smiles, the launch of the new logo will be celebrated with a series of "Summer of Smiles" activities devoted to those who, through service and other programs, help people smile.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7428051-ihop-new-logo-launch/>

The logo change is the first in more than 20 years for the brand that was founded in 1958 in Toluca Lake, California. It exemplifies the iconic family-friendly restaurant's commitment to continually evolve its look, feel and offerings to maintain its position as the leading restaurant brand in its category and stay ahead of trends to meet and exceed current guest expectations. Featuring elements consistent with the heritage of the brand—including the recognizable blue and red color scheme—combined with a more modern look and the prominent smile, the logo is representative of the brand's mission.

"Our guests have told us for many years that coming to IHOP, and in many cases just thinking about our world famous pancakes, makes them smile," said IHOP Vice President of Marketing Kirk Thompson. "We believe this new logo captures the essence of the IHOP experience, which consistently delivers our guests not only craveable food, but also great memories shared with family and friends."

Beginning today, the new logo is prominently featured on the IHOP menu, website, mobile app, in advertising and on signage at select restaurants.

To celebrate the launch of the new logo, IHOP restaurants' "Summer of Smiles" will include a series of events and programs over the coming months to celebrate those who, like IHOP restaurants, help bring smiles to their communities through their efforts to make a positive difference in the lives of others.

The first event in the "Summer of Smiles" will be a "Monumental Pancake Lunch" for 6,000 attendees of the Kiwanis International Convention. Kiwanis, a worldwide service organization with affiliate youth clubs Circle K, Key Club and Aktion Club, will celebrate 100 years of service to children and communities at the Indianapolis convention. On June 25, IHOP will prepare and serve free pancakes for each Kiwanis club member in honor of their contributions in helping communities in more than 80 nations.

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 March 31, 2015, 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. 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.



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SUMMER/FALL 2015



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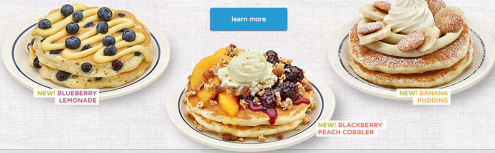
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SUMMER Stacks

This summer, we're serving BIG FLAVORS and BIG SMILES by the stack, at a price that'll make you smile!



We believe the shortest distance between two people is a smile.



Tell us what makes you smile at #IHOPsmile

By tweeting @IHOP or #IHOPsmile, you expressly grant IHOP® permission to use your photo or tweet across any and all of the IHOP® digital media properties and you represent that you have the authority and right to grant such permission.

Are you a Breakfastarian?



See the 5 signs that are right in front of you.

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Pancakes. Eggs. Bacon. Oh my!



IHOP® Gift Cards are always a tasteful gift.

[give a smile](#)



It's your breakfast place for a "name as you are" meal like pancakes made just for you just like at home. But the kind of meal you can't get anywhere else, not even at home.

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What's New
Nutritional Info
Allergen Info
Breakfastarian

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SOURCE International House of Pancakes, LLC

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