



Squeeze In The Last Days Of Summer: IHOP® Restaurants Invites Families To Celebrate Time Together With Kids Eat Free Offer, August 1 To September 25

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Parents Can Put More Toward School Supplies When Kids 12 and Under Eat Free Daily from 4-10 p.m. at IHOP Restaurants Across the U.S.

GLENDALE, Calif., July 27, 2016 /PRNewswire/ -- Kids Eat Free* at IHOP® Restaurants is back! Known for serving freshly made breakfast at any time of day, every day, IHOP invites families to savor the last weeks of summer by spending time together at dinner — all while stretching back-to-school dollars since kids 12 and under eat free with the purchase of adult entrées from August 1 to September 25, 4-10 p.m. every day at participating restaurants.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/74280520-ihop-kids-eat-free/>

The Kids Eat Free deal includes dishes from the "Made for Fun" kid's menu, featuring favorites like the Silver 5, five of IHOP's silver dollar-sized world-famous Buttermilk Pancakes served with a scrambled egg and hickory-smoked bacon, and Jr. Chicken and Waffles, with two all-white meat chicken strips paired with two Belgian waffle quarters and served with whipped butter and choice of dipping sauce. The latest kid's menu innovation from IHOP is sure to be a crowd pleaser too: new Cheesy Cheese Pizza starts with an "only-at-IHOP" Criss-Croissant® crust and is topped with tangy marinara sauce and melted Monterey Jack and Cheddar cheeses.

"We know family members are looking to soak up the final days of summer with each other, and what better way to do that than over dinner?" said Kirk Thompson, senior vice president, marketing for IHOP. "IHOP restaurants and our franchisees invite guests to enjoy quality time together as a family while relishing the made-to-order breakfast foods, beverages and more they crave and can only find at IHOP — now at an even better value with our Kids Eat Free offer."

With more than 100 signature menu items to choose from, there's always something delicious for parents too. Want to indulge a sweet or savory craving? Try Criss-Croissants, the dish that when first introduced by IHOP last year, millions of people asked "how did they do that!?" This signature IHOP breakfast entree is made from 27 layers of flaky, buttery croissant pastry dough, waffled to a golden brown before being stuffed with three new filling combinations: delectable Salted Caramel and Banana, mouth-watering Strawberries and Sweet Cream Cheese or savory Egg, Spinach & Roasted Red Pepper.

Or, choose from one of IHOP restaurants' new, hand-seasoned, 100% USDA Choice beef burgers served on a mouth-watering Brioche bun, like the new Denver Omelette Burger which tops the beef patty with layers of white cheddar cheese, ham and a Denver Omelette made with green peppers and onions. With many IHOP restaurants open 24 hours a day, every day of the year, guests can always fulfill a craving for breakfast foods — and more — made your way.

For more information on Kids Eat Free or Criss-Croissants please visit www.ihop.com.

**Valid August 1 – September 25, 2016. Receive one free kid's entrée with the purchase of each adult entrée. Free entrée valid for kids 12 and under on items from the "Made for Fun" kid's menu, for a limited time at participating locations only. Drinks not included unless otherwise specified. Not valid with any other discounts or coupons. Dine-in only.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 58 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of March 31, 2016, there were 1,684 IHOP restaurants in 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and The Philippines. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.



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SOURCE IHOP Restaurants LLC

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