



IHOP® Restaurants Teams Up With No Kid Hungry On Two-Month Campaign To Help Ensure Millions Of Hungry Children Across The U.S. Can Start The Day With Breakfast

July 28, 2016

A Special \$1 Buttermilk Pancake Short Stack Day on August 23 Punctuates Efforts as IHOP and its Franchisees Aim to Serve One Million Pancakes in One Day to Benefit No Kid Hungry

GLENDALE, Calif., July 28, 2016 /PRNewswire/ -- IHOP® restaurants and its franchisees proudly announced today that the Family Dining leader has again joined forces with No Kid Hungry in an effort to end childhood hunger in the U.S. The IHOP + No Kid Hungry campaign, which runs August 1 through September 25, invites IHOP guests and fans to join in the fight by donating to the leading non-profit on their check or through www.IHOP.com.

Experience the interactive Multimedia News Release here:

<http://www.multivu.com/players/English/74280518-ihop-no-kid-hungry/>

To amplify efforts, on Tuesday, August 23 from 7 a.m. to 7 p.m., IHOP restaurants will offer* guests a short stack of their world-famous Buttermilk Pancakes for just \$1 with 100 percent of the proceeds benefitting No Kid Hungry. The brand and its franchisees have set an ambitious goal: serve one million pancakes in just one day to help every child in America get access to the healthy breakfasts they need to start the day.

For close to six decades, IHOP has been the leader in bringing guests a freshly made breakfast served any time of day, every day — but at least one in every five children across the U.S. struggles to get the food they need to grow and thrive. No Kid Hungry works to connect our future leaders with a healthy breakfast by delivering food to where kids live, learn and play.

"IHOP and our franchisees are passionate about helping build the overall well-being of the children and families in communities everywhere, including addressing the critical issue of hunger in the United States," said Kirk Thompson, senior vice president, marketing for IHOP and Marketing Advisory Board Member for the Dine Out for No Kid Hungry platform. "Together with No Kid Hungry, we can enable the more than 16 million children across America who struggle with hunger to start each and every day with the strength that comes from eating a good breakfast."

IHOP restaurants' efforts will help kick off the Dine Out for No Kid Hungry campaign, which fully launches nationwide in September and unites the restaurant industry around a shared mission of helping end child hunger.

"We're thrilled to have IHOP back for a second year supporting No Kid Hungry and extending to their guests the mission to end childhood hunger in America," says Billy Shore, founder and CEO of Share Our Strength. "IHOP's tremendous goal to serve one million pancakes in one day means that three million more breakfasts will be possible for kids in need. That translates into more kids doing better in class, missing less school, and becoming more likely to graduate high school. That's a lot of potential in one pancake."

More about the IHOP + No Kid Hungry campaign and the fight against childhood hunger, including how to donate to the cause, can be found in restaurant and online at www.ihop.com starting August 1.

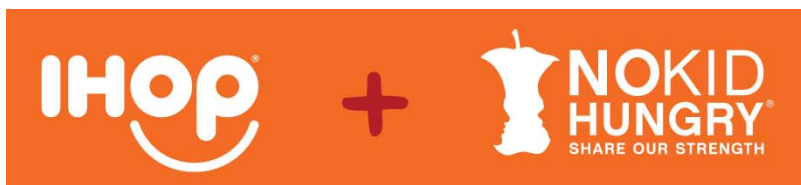
**Participating restaurants vary, dine-in only.*

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.

ABOUT NO KID HUNGRY

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.



To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/ihop-restaurants-teams-up-with-no-kid-hungry-on-two-month-campaign-to-help-ensure-millions-of-hungry-children-across-the-us-can-start-the-day-with-breakfast-300305406.html>

SOURCE IHOP Restaurants LLC

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