



Ghoulishly Good Times Are Back At IHOP® Restaurants With The Return Of Scary Face Pancakes, Available Thoroughout October

September 29, 2016

On Halloween, Kids 12 and Under Can Enjoy a Free Scary Face Pancake from 7 a.m.-10 p.m.

GLENDAL, Calif., Sept. 29, 2016 /PRNewswire/ -- This October, IHOP® Restaurants invites families to stop in for a treat – no tricks – and enjoy a deliciously spooky breakfast together at any time of day. A seasonal fan favorite, Scary Face Pancakes are back only at IHOP and encourage kids of all ages to create a monster masterpiece from a hot-off-the-griddle, world-famous Buttermilk Pancake topped with whipped cream, a strawberry nose and served with a side of OREO® cookies and candy corn.



Throughout October, IHOP is also offering two deals sweeter than Halloween candy. All month long, Scary Face pancakes are included in IHOP restaurant's Kids Eat Free* offer, which lets kids 12 and under to eat free with the purchase of adult entrées from 4-10 p.m. daily at participating restaurants. And, to celebrate the holiday, on October 31, kids 12 and under can dig into Scary Face Pancakes for free from 7 a.m.-10 p.m. at participating restaurants.

"We are delighted to bring Scary Face Pancakes back to IHOP this October and offer families a fun, interactive experience to share together over breakfast served all day long," said Kirk Thompson, Senior Vice President, Marketing for IHOP. "There is something special about breakfast in that the food is perfect for mixing, matching, imagining and creating – allowing our guests of all ages to customize their perfect meal."

IHOP, the originator of breakfast served any time of day, every day, has been bringing guests together for signature breakfast, lunch and dinner foods and beverages as well as unique, made-to-order limited time menu items for nearly 60 years. Scary Face Pancakes are available at participating IHOP restaurants now through October 31.

Please visit www.ihop.com for more information or to find the nearest IHOP restaurant.

**Valid September 26-December 18, 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 June 30, 2016, there were 1,685 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, The Philippines, and Panama. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.

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SOURCE International House of Pancakes, LLC

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