



IHOP® Restaurants Offer Guests A Chance To Win Free Breakfast For A Year With MY IHOP Moment Photo Contest

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Guests Are Encouraged to Submit Photos of How They Eat Up Every MomentSM at IHOP

GLENDAL, Calif., Oct. 11, 2016 /PRNewswire/ -- IHOP® Restaurants, the originator of breakfast all day, every day, is inspiring friends and families to come together to Eat Up Every MomentSM at IHOP for a chance to win free breakfast for a year with the launch of its MY IHOP® Photo Contest.



Special moments, big and small, can be celebrated at any time of day at IHOP over an order of its famous hot-off-the-griddle Buttermilk Pancakes, any one of more than 100 made-to-order signature breakfast, lunch or dinner items, or a choice of innovative limited time offers. And, in support of the brand's bold new advertising campaign, Eat Up Every Moment, the IHOP photo contest gives guests a big incentive to share their good times on social media.

"For nearly 60 years, our guests have celebrated memorable moments every day at IHOP and they have a sentimental connection with the brand," said Kirk Thompson, senior vice president, marketing for IHOP. "They've been loyal fans and followers on our social media channels, so we wanted to recognize all they enjoy sharing during all those moments with an opportunity to delight in even more —on us— for an entire year."

To enter to win free breakfast for a year, guests must post a picture of a memorable moment at an IHOP location, along with a caption, on Twitter, Facebook or Instagram using the hashtag #IHOPMomentContest by October 17, 2016 11:59 p.m. ET. Twelve finalists' pictures will be selected and posted at <http://ihopmoment.com/>. The public will vote on their favorite "IHOP® Moment" finalist photo and the winner will be announced on or around November 8, 2016.

The grand prize winner will receive \$2,600 in IHOP gift cards (the approximate value for one year of IHOP breakfast for one person). The first runner-up winner will receive a \$100 IHOP gift card and the second runner-up winner will receive a \$50 IHOP gift card. The additional nine finalists will receive a special package of IHOP collectibles.

IHOP digital platforms are also giving guests the opportunity to Eat Up Every Moment *virtually*. Guests can visit <http://www.ihopmoment.com/> to witness an interactive 360-degree video depicting live action at an IHOP location, and see examples of big and little moments mentioned in the national ad campaign.

Contest is void where prohibited by law. Eligibility restrictions apply. See http://www.ihopmoment.com/terms_and_conditions.html for complete photo contest terms and conditions.

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 1,695 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 IHOP Restaurants

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