



Get Free Pancakes on IHOP® National Pancake Day®

January 25, 2016

*On Tuesday, March 7, IHOP Restaurant Tradition Returns for A Fourth Year In Canada
To Raise Funds for Local Children's Miracle Network Programs*

GLENDALE, CALIF. (January 25, 2017) – Today, IHOP® Restaurants announced the kick off of its fourth annual National Pancake Day® campaign in Canada – and for one day, the humble, delicious pancake will serve a much more important purpose.

On Tuesday, March 7, from 7 a.m. to 7 p.m. – with select locations participating until 10:00 p.m. – guests can receive a free short stack* of the brand's world-famous, freshly made buttermilk pancakes at participating IHOP Restaurants throughout Canada. In return, guests are asked to help make a difference by leaving a donation of any size, with all funds going to the [Children's Miracle Network](#) hospital in their community.

The most anticipated Breakfastarian event of the year, IHOP National Pancake Day is the brand's signature day of giving and underscores its longstanding commitment to helping families create more moments together. This year, IHOP expects to serve a record-breaking five million pancakes in a single day.

"IHOP and our franchisees throughout Canada are honoured to partner with Children's Miracle Network for National Pancake Day to help fight serious childhood illnesses" said Daniel del Olmo, president, international, DineEquity, Inc., the parent company of IHOP. "Each and every year, we look forward to celebrating with our guests and fans, and are amazed by their generosity. Every pancake served on IHOP National Pancake Day has a purpose, and every penny raised goes a long way in making a meaningful, and lasting, impact on kids and families in local communities."

Since launching in 2006, IHOP National Pancake Day has become a pop-culture phenomenon with millions of guests and communities helping IHOP and its franchisees raise \$24 million for youth health and wellness organizations around the world. All of the money raised on IHOP National Pancake Day stays local and directly helps children in need.

Participating IHOP restaurants in Canada will also sell "Miracle Balloons" for \$1 and \$5. The balloons will be available for purchase beginning February 1 through March 7. Guests who purchase a \$5 Miracle Balloon will receive a \$5 discount coupon that can be used during their next visit to IHOP. All of the donations raised stay within the local communities, helping to provide immediate life-saving treatment and equipment for local children.

IHOP National Pancake Day began as a tradition in the United States 12 years ago, and this marks the fourth year of the celebration in Canada. Similar campaigns also take place in Mexico and the Philippines.

For more information on IHOP National Pancake Day, please visit www.ihoppancakeday.com.

**Guests can receive one free short stack of buttermilk pancakes at participating IHOP Restaurants nationwide on Tuesday, March 7, 2017 (National Pancake Day) from 7a.m.-7p.m.; some locations hours may vary. Please check with your local IHOP for exact hours of participation. Limit one offer per guest. 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 approximately 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. Today, there are more than 1,700 IHOP restaurants worldwide, including locations in all 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.

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at CMNHospitals.org and facebook.com/CMNHospitals.

Forward-Looking Statements

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by words such as "may," "will," "should," "expect," "anticipate," "believe," "estimate," "intend," "plan" and other similar expressions. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. These factors include, but are not limited to: the effect of general economic conditions; the Company's indebtedness; risk of future impairment charges; trading volatility and the price of the Company's common stock; the Company's results in any given period differing from guidance provided to the public; the highly competitive nature of the restaurant

business; the Company's business strategy failing to achieve anticipated results; risks associated with the restaurant industry; risks associated with locations of current and future restaurants; rising costs for food commodities and utilities; shortages or interruptions in the supply or delivery of food; ineffective marketing and guest relationship initiatives and use of social media; changing health or dietary preferences; our engagement in business in foreign markets; harm to our brands' reputation; litigation; third-party claims with respect to intellectual property assets; environmental liability; liability relating to employees; failure to comply with applicable laws and regulations; failure to effectively implement restaurant development plans; our dependence upon our franchisees; concentration of Applebee's franchised restaurants in a limited number of franchisees; credit risk from IHOP franchisees operating under our previous business model; termination or non-renewal of franchise agreements; franchisees breaching their franchise agreements; insolvency proceedings involving franchisees; changes in the number and quality of franchisees; inability of franchisees to fund capital expenditures; heavy dependence on information technology; the occurrence of cyber incidents or a deficiency in our cybersecurity; failure to execute on a business continuity plan; inability to attract and retain talented employees; risks associated with retail brand initiatives; failure of our internal controls; and other factors discussed from time to time in the Company's Annual and Quarterly Reports on Forms 10-K and 10-Q and in the Company's other filings with the Securities and Exchange Commission. The forward-looking statements contained in this release are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.