Pancakes With Purpose: Guests Will Receive A Free Short Stack Of Pancakes On IHOP® National Pancake Day® To Support A Noble Cause

February 28, 2017

On Tuesday, March 7, the Breakfast Brand Teams Up with Notable Children's Charities to Make More Moments for Kids and Families Along with a Goal of Raising $3.5 Million for Thousands of Local Hospitals

GLENDALE, Calif., Feb. 28, 2017 /PRNewswire/ -- One week from today,IHOP® Restaurants 12th annual day of giving, National Pancake Day, is scheduled to kick off – and for one day only, the humble, delicious pancake will serve a much bigger purpose. As part of its celebration, IHOP has partnered with three inspiring charities – Children's Miracle Network Hospitals, The Leukemia & Lymphoma Society, and Shriners Hospitals for Children – with the goal of raising $3.5 million for finding cures and eradicating life-threatening diseases affecting children and families everywhere.

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 IHOP Restaurants coast to coast. In return, guests are asked to help make a difference by leaving a donation of any size on-check or in-restaurant with all funds going to the charity partners' local hospital affiliate.

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 are honored to partner with leading non-profit organizations like Children's Miracle Network Hospitals, The Leukemia & Lymphoma Society, and Shriners Hospitals for Children for our National Pancake Day event and help fight serious childhood illnesses," said Darren Rebelez, President, IHOP Restaurants. "Year after 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 so many kids and families in our 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 to-date for youth health and wellness organizations. All of the money raised on IHOP National Pancake Day stays local and directly helps children in need.

To further amplify IHOP National Pancake Day efforts, the brand has joined with leading global service organization, Kiwanis International, and has inked an agreement that makes the non-profit the official volunteer partner for this year's event. Thousands of Kiwanis Club and Key Club members, along with local hospital volunteers, are expected to turn out at IHOP restaurants nationwide on event day to support fundraising efforts.

Now through March 7, guests visiting any IHOP restaurant in the U.S. can help reach the ambitious $3.5 million goal by purchasing a "Wall Icon" to publicly pledge support or donate on check. Select IHOP restaurants will be offering a discount coupon that can be used on a future visit with the purchase of a Wall Icon.**

In addition to restaurants throughout the United States, IHOP restaurants in Mexico, Canada and the Philippines will also celebrate National Pancake Day on March 7. For the fourth consecutive year, funds raised in Canada will benefit Children's Miracle Network. IHOP locations in Mexico will once again raise money for Asociación Mexicana de Ayuda a Niños con Cáncer (AMANC). And, funds raised by IHOP restaurants in the Philippines will benefit The Kythe Foundation.

For more information on IHOP National Pancake Day, including restaurant hours and charity support by restaurant, and 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.

***Guests should check with their local IHOP Restaurant to see about qualifying Wall Icons that include a coupon for a future visit.*

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. 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.

ABOUT SHRINERS HOSPITALS FOR CHILDREN
Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our 23 facilities, located in the United States, Canada and Mexico, provide advanced care for children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate. Learn more at www.shrinershospitalsforchildren.org.

ABOUT THE LEUKEMIA & LYMPHOMA SOCIETY
The Leukemia & Lymphoma Society® (LLS) is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission:
Cure leukemia, lymphoma, multiple myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care. Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

ABOUT KIWANIS INTERNATIONAL
Founded in 1915, Kiwanis International is a global organization of clubs and members dedicated to serving the children of the world. Kiwanis and its family of clubs, including Circle K International for university students, Key Club for students age 14–18, Builders Club for students age 11–14, K-Kids for students age 6–12 and Aktion Club for adults living with disabilities, annually dedicate more than 18.5 million service hours to strengthen communities and serve children. The Kiwanis International family comprises more than 702,000 adult and youth members in more than 79 countries and geographic areas. Visit www.kiwanis.org for more information.

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.

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/pancakes-with-purpose-guests-will-receive-a-free-short-stack-of-pancakes-on-ihop-national-pancake-day-to-support-a-noble-cause-300414667.html

SOURCE IHOP

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