



IHOP® Restaurants Opens Small Format, On The Go Location At Dallas Fort Worth International Airport

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Post Security Location Reflects Growth and Development Strategy to Bring Delicious All Day Breakfast Experience to More Guests, More Quickly and in Unique Settings

GLENDALE, Calif., Oct. 25, 2017 /PRNewswire/ -- Today, IHOP® Restaurants announces the opening of the first post-security airport location, an IHOP Express®, located at Dallas Fort Worth International (DFW) Airport in Terminal E. The newest location is in response to longtime guest demand for delicious IHOP food on the go and part of the brand's growth strategy, which includes expanding its overall traditional restaurant footprint, introducing smaller prototype restaurants, and building its portfolio of locations at captive places like airports, travel centers, casinos, and universities.



Passengers visiting the IHOP Express at DFW Airport will be able to enjoy a wide variety of their favorite, freshly prepared menu items 24 hours a day. Signature foods like the brand's world-famous Buttermilk pancakes, four-egg omelettes, signature sandwiches, salads, appetizer platters and hand-seasoned burgers served on a Brioche bun will all be available for in-restaurant and take-out dining; most made-to-order items are ready in seven minutes or less -- ideal for those in a hurry.

During development, D&B Mitchell Group, franchisee of the IHOP Express at DFW Airport, kept travelers top of mind by adding unique, location-specific features such as:

- A Coffee Bar with specialty drinks like lattes and espresso beverages
- Grab 'n Go hot items including burritos and bowls
- A full bar with wine, spirits, brunch-inspired cocktails, and local craft beers

"The opening of IHOP Express at DFW Airport demonstrates our commitment to being where our guests are today, and where they want us to be in the future," said Darren Rebelez, President, IHOP. "We continue to build on, refine and enhance all areas of the business that have made IHOP a leader in family dining, including expanding our total number of restaurants and introducing new formats that meet guest needs."

Since 1958, IHOP has been the trusted place for guests to enjoy freshly-made, distinctive breakfast foods and more all day, every day. Today, there are more than 1,750 IHOP restaurants around the world – all franchised owned and operated. DFW Airport, which was voted the 2017 Best Large Airport in North America for Customer Satisfaction, according to Airports Council International, and serves as a major hub for domestic and international travel, is an ideal partner in helping IHOP deliver its hallmark dining experience to loyal fans on the go as well as introduce the brand new guests.

"We're pleased to have D&B Mitchell Group, who was voted the 2017 Concessionaire of the Year by the Regional Minority Enterprises Agency, join the IHOP Family and serve as owner and operator of the IHOP Express at DFW," continued Rebelez. "Their reputation for consistently providing an exceptional guest experience in their restaurants aligns perfectly with IHOP's core values."

"Our team is incredibly proud of the work that went into bringing the IHOP brand to DFW Airport," said Don Mitchell, Senior Partner at D&B Mitchell Group, the Dallas-based company that owns and operates the IHOP Express at DFW Airport. "Our goal is to provide the same great, freshly made food that IHOP is known for along with the fast and convenient service that busy travelers are looking for, without compromising on the hospitable dining experience that makes the brand stand out."

By the end of this year, approximately 80-95 new IHOP restaurants are expected to open with the majority of the locations being in the U.S. The brand also added to its global portfolio in 2017, launching concepts in Thailand, Lebanon, and India. Additionally, the entire IHOP system is undergoing a design transformation -- the most robust remodel program in the brand's nearly 60-year history. By the end of 2018, approximately 1,000 IHOP restaurants will showcase the new image and the entire system will be updated by the end of 2020. The remodel program, which is expected to total close to \$200 million once complete, accounts for changing guest preferences and includes technology enhancements to support the in-restaurant and IHOP 'N GO® dining experience.

For more information about the IHOP development story, IHOP Express at DFW Airport and hi-res photos, please reach out to Sami Newman at snewman@devriesglobal.com. Interviews with the IHOP executive team may be made available upon request.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For nearly 60 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 1,750 IHOP restaurants around the world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, Panama, Lebanon, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar, Thailand, India and The Philippines. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN).

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: our engagement in business in foreign markets; our ability to identify and recruit qualified franchisees; our franchisees failure to fulfill their contractual development obligations; inability of franchisees to fund capital expenditures; the effect of general economic conditions; DineEquity, Inc. (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; 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; 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; 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. This press release is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only.



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