



IHOP® Restaurants Unveils Limited Edition PancakeWear For Spring 2018

March 7, 2018

The Sale of Breakfast-Inspired One Pieces, Lounge Pants, and Socks Benefits Children's Miracle Network Hospitals and is the Finale to the Brand's 60 Days of Giving Campaign

GLENDALE, Calif., March 7, 2018 /PRNewswire/ -- Today, IHOP® Restaurants announced the debut of PancakeWear by IHOP™, a limited-edition clothing collection inspired by a love of all things breakfast. The colorful, one-of-a-kind lineup features adult- and child-sized one pieces and lounge pants as well as socks. Part of the IHOP "60 Days of Giving" campaign, a portion of the proceeds from every purchase will benefit Children's Miracle Network Hospitals.



The ultra-comfy PancakeWear by IHOP collection is the perfect accessory for eating pancakes, dreaming about pancakes, talking about pancakes and general pancake revelry – and helps a child in need at the same time. Limited inventory of the Spring collection is available now for purchase on [eBay for Charity](#).

"Breakfast and laid-back loungewear just go together at IHOP so we thought it would be fun to design a limited-edition merchandise collection that reflects the spirit of the brand and what we see in our restaurants all the time – people in pajamas enjoying pancakes," said Stephanie Peterson, Executive Director, Communications at IHOP. "PancakeWear by IHOP was launched to celebrate our 60th anniversary as a brand, but also to do a lot of good for our largest charity partner Children's Miracle Network Hospitals. A portion of proceeds from every sale of our breakfast-inspired one pieces, lounge pants and socks directly supports CMN Hospitals and the more than 10 million kids that are treated every year at their 170 affiliated facilities."

This year, IHOP aims to raise \$5 million for children's charities dedicated to treating and eradicating life-threatening illnesses during its annual giving effort. The centerpiece of the campaign, IHOP National Pancake Day, took place last week and served as the largest one-day donation event for the campaign. Guests can contribute by purchasing PancakeWear by IHOP (price varies by product), available until sold out, or by making an on-check donation at any IHOP restaurant until March 31, 2018. Since 2006, IHOP, its franchisees and guests have raised more than \$30 million for charity partners.

Guests are encouraged to wear their new pancake loungewear into their local IHOP and post a photo tagging @IHOP on Instagram and Facebook and using the hashtag #PancakeWear.

For additional information on the PancakeWear by IHOP collection, hi-res photos, and the IHOP 60 Days of Giving Campaign, contact AShapiro@devriesglobal.com.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 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. 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 Dine Brands Global, Inc. (NYSE:DIN)

ABOUT DINE BRANDS GLOBAL, INC.

Based in Glendale, California, Dine Brands Global, Inc. (NYSE: DIN), through its subsidiaries, franchises restaurants under both the Applebee's Neighborhood Grill & Bar and IHOP brands. With more than 3,700 restaurants combined in 18 countries and over 380 franchisees, Dine Brands is one of the largest full-service restaurant companies in the world. For more information on Dine Brands, visit the Company's website located at www.dinebrands.com.

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 EBAY FOR CHARITY

eBay for Charity enables members of the eBay community to connect with and support their favorite charities when they buy or sell in the U.S. and abroad. Sellers can donate up to 100 percent of the proceeds to a charity of their choice, while buyers can add a donation to their purchase during checkout. To date, nearly \$810 million dollars has been raised for charity by the eBay community.

Forward-Looking Statements

Statements contained in this press release may constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. You can identify these forward-looking statements by words such as "may," "will," "would," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "plan," "goal" 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: general economic conditions; our level of indebtedness; compliance with the terms of our securitized debt; our ability to refinance our current indebtedness or obtain additional financing; our dependence on information technology; potential cyber incidents; the implementation of restaurant development plans; our dependence on our franchisees; the concentration of our Applebee's franchised restaurants in a limited number of franchisees; the financial health our franchisees; our franchisees' and other licensees' compliance with our quality standards and trademark usage; general risks associated with the restaurant industry; potential harm to our brands' reputation; possible future impairment charges; the effects of tax reform; trading volatility and fluctuations in the price of our stock; our ability to achieve the financial guidance we provide to investors; successful implementation of our business strategy; the availability of suitable locations for new restaurants; shortages or interruptions in the supply or delivery of products from third parties or availability of utilities; the management and forecasting of appropriate inventory levels; development and implementation of innovative marketing and use of social media; changing health or dietary preference of consumers; risks associated with doing business in international markets; the results of litigation and other legal proceedings; third-party claims with respect to intellectual property assets; our ability to attract and retain management and other key employees; compliance with federal, state and local governmental regulations; risks associated with our self-insurance; natural disasters or other series incidents; our success with development initiatives outside of our core business; the adequacy of our internal controls over financial reporting and future changes in accounting standards; 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 does not intend to, nor does it assume any obligation to, update or supplement any forward-looking statements after the date hereof to reflect actual results or future events or circumstances.



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