



## **IHOP Wins International Marketing and Advertising Award; ``Come hungry. Leave happy." Campaign Wins Bronze Medallion at 2004 AME Awards**

January 30, 2004

GLENDALE, Calif.--(BUSINESS WIRE)--Jan. 30, 2004--IHOP Corp. (NYSE:IHP) today announced that it received a bronze Medallion at the 2004 AME Awards for Advertising and Marketing Effectiveness for its "Come hungry. Leave happy." advertising campaign.

The "Come hungry. Leave happy." campaign was launched in January 2003 as key element of IHOP's brand revitalization strategy aimed at becoming number one in the family dining category. The campaign was developed by McCann-Erickson, Los Angeles, IHOP's advertising agency of record. The campaign utilizes network and spot television, radio, outdoor and print.

In 2003, the "Come hungry. Leave happy." campaign featured a series of fun, light-hearted spots advertising both limited-time offers and new menu items, including Never-Ending Pancakes, Stuffed French Toast, Paradise Pancakes, Super Stackers and Stuffed Crepes. The campaign effectively communicated IHOP's guest promise, and motivated them to visit more often. IHOP recently announced that comp store sales increased 4.8 percent for the year 2003, its highest performance in 10 years.

"This award is special because it recognizes both the quality of the advertising and its ability to impact our sales performance," said IHOP's Chief Marketing Officer Gregg Nettleton. "The campaign was a successful collaboration between IHOP employees, our agencies, and our franchisees and demonstrates our commitment to becoming number one in family dining."

Now entering its tenth year, AME is the only forum recognizing the effectiveness, as well as the creativity, of advertising and marketing on a global scale, receiving entries from 82 countries. Its Board of Judges is made up of an international, multi-disciplinary group representing marketers, advertisers and advertising agencies. Each campaign is judged by how well it meets its objectives within its category and its own marketplace -- whether local, regional, national or international. The campaign then competes with all comparable campaigns submitted from around the world.

About IHOP Corp.

The IHOP family restaurant chain has been serving a wide variety of breakfast, lunch and dinner selections for 45 years. Offering more than 16 types of pancakes, as well as omelettes, breakfast specialties, burgers, sandwiches, chicken and steaks, IHOP's diverse menu appeals to people of all ages. IHOP restaurants are operated and franchised by Glendale, California based IHOP Corp. As of December 31, 2003, the end of IHOP's 2003 fiscal year, there were 1,165 IHOP restaurants in 48 states and Canada. IHOP is publicly traded on the NYSE under the symbol "IHP." For more information, call the Company's Restaurant Support Center at 818-240-6055 or visit the Company's website located at [www.ihop.com](http://www.ihop.com).

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SOURCE: IHOP Corp.