



IHOP Fulfills America's 'Fantasies'; Survey Reveals Americans Often Fantasize about Food and Travel; IHOP's 'French Toast Fantasy' Takes Guests to Faraway Taste Destinations

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GLENDALE, Calif.--(BUSINESS WIRE)--Sept. 7, 2006--In celebration of its French Toast Fantasy promotion, IHOP (NYSE:IHP), one of America's favorite family restaurants, commissioned Harris Interactive(R) to conduct a survey among more than 2,000 U.S. adults ages 18 and older and found that when it comes to fantasies, U.S. adults often dream about food and travel. Tropical islands were the most popular fantasy vacation spots, and U.S. adults who fantasize about food dream equally about "rich and decadent" and "warm and comforting" foods. Other fun fantasy factoids include:

- Nearly one in four adults often fantasizes about food (26%):
 - "Rich and decadent" and "warm and comforting" foods are most often fantasized about (each 31%), while others (21%) dream about foods that are exotic and fun.
- Three in five adults indicated that they often fantasize about travel (62%):
 - Tropical islands were nearly two times more popular fantasy vacation spots (40%) than European cities (20%), exotic countries (12%) and snow-capped mountains (7%).

The survey marks the beginning of IHOP's "French Toast Fantasy," a limited time offer of its signature French toast, available now through October 29. The French Toast Fantasy promotion is supported by a new national television commercial from the award-winning "Come hungry. Leave happy." campaign. The commercial mirrors the results of the survey by combining two of America's favorite fantasies -- food and a tropical island.

IHOP's French Toast Fantasy lets guests choose from three flavors of French toast that fulfill their favorite food and travel fantasies:

For guests with a fantasy that whisks them away to the sweet and fruit-filled tropical islands, the Caramel-Banana French Toast consists of four fluffy triangles of banana-flavored French toast, topped with fresh, sliced banana, sweet caramel sauce and creamy whipped topping.

For those with a rich and decadent food fantasy, IHOP offers its Stuffed French Toast, cinnamon-raisin French toast stuffed with cream cheese filling and crowned with whipped topping, powdered sugar and delicious fruit topping.

And for those who want a taste of exotic spices from the far corners of the globe, Cinnamon Swirl French Toast features a sweet, flaky cinnamon roll that is sliced and grilled French toast-style.

"Whether our guests dream of food, travel or both, French Toast Fantasy allows them to indulge in a taste bud fantasy any day of the week," said Carolyn O'Keefe, chief marketing officer of IHOP.

French Toast Fantasy dishes are available as part of a complete breakfast, and are served with guests' favorites including eggs, bacon, sausage or hash browns. French Toast Fantasy dishes are available for a limited time only at participating IHOP locations. Pricing may vary by location. For more information on IHOP's French Toast Fantasy, please visit www.ihop.com.

ABOUT THE SURVEY

This survey was conducted online within the United States by Harris Interactive on behalf of IHOP Corp. between August 23 and 25, 2006 among 2,295 adults (aged 18 and over). Figures for age within gender, sex, race/ethnicity, education, region, household income and propensity to be online were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

With a pure probability sample of 2,295, one could say with a ninety-five percent probability that the overall results have a sampling error of +/- 3 percentage points. Sampling error for sub samples would be higher and would vary. However that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

ABOUT IHOP CORP.

The IHOP family restaurant chain has been serving a wide variety of breakfast, lunch and dinner selections for more than 45 years. Offering 14 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 franchised and operated by Glendale, California based IHOP Corp. As of June 30, 2006, the end of IHOP's second quarter, there were 1,264 IHOP restaurants in 48 states and Canada. IHOP Corp. common stock is listed and traded on the NYSE under the symbol "IHP." For more information, call the Company's headquarters at (818) 240-6055 or visit the Company's Web site located at www.ihop.com.

ABOUT HARRIS INTERACTIVE(R)

Harris Interactive is the 12th largest and fastest-growing market research firm in the world. The company provides research-driven insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what could conceivably be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its United States, Europe and Asia offices, its wholly-owned subsidiary Novatris in France and through a global network of independent market research firms. The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

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