



The Star of IHOP's Menu is Back in the Spotlight

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Restaurant Writers/Business Editors

GLENDAL, Calif.--(BUSINESS WIRE)--Oct. 30, 2006--IHOP's (NYSE:IHP) signature Rooty Tooty Fresh 'N Fruity(R) breakfast has been a star on the IHOP menu since 1984, but the limited time Super Rooty Tooty Fresh 'N Fruity combos promise to make the classic taste a nationwide sensation!

Super Rooty Tooty Fresh 'N Fruity will take center stage at IHOP tables across the country from now through the end of the year. The breakfast includes two of IHOP's fluffy buttermilk pancakes with a choice of strawberry, apple-cinnamon or blueberry fruit topping and crowned with creamy whipped topping. For a limited time only, Super Rooty Tooty Fresh 'N Fruity is available with the guest's choice of a regular, big or jumbo combo with all the favorites, including eggs, bacon, sausage and crisp hash browns.

"We're putting the spotlight back on one of IHOP's most famous dishes," said Carolyn O'Keefe, chief marketing officer for IHOP Corp. "A long time guest favorite, the Rooty Tooty Fresh 'N Fruity helped IHOP build our reputation for fun, sweet and craveable food that our guests can count on."

This holiday season, give an IHOP gift card to all the superstars on your list. Gift cards are available at your local IHOP in any denomination between \$5 and \$50.

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, salads, 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 September 30, 2006, the end of IHOP's third quarter, there were 1,278 IHOP restaurants in 49 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.

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