All You Can Eat Pancakes Are Back at IHOP

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Unlimited Pancakes and Never Empty Coffee Pot(R) Provide Unmatched Value for Post-Holiday Wallets

GLENDALE, CA, Jan 02, 2007 (MARKET WIRE via COMTEX News Network) -- For those looking to refuel after the holidays or find a break from the winter woes, IHOP (NYSE: IHP), one of America's favorite family restaurants for breakfast, lunch and dinner, invites guests to enjoy All You Can Eat Pancakes any time of day from now until February 18. IHOP's golden, fluffy, award-winning buttermilk pancakes are available in combos served with all the favorites, and when ordered with IHOP's Never Empty Coffee Pot, promise to make both guests and their wallets happy.

"We know our guests and their families are extremely busy following the holidays, and our All You Can Eat Pancakes are our way of giving them the tasty, wholesome food they crave at a great value," said Carolyn O'Keefe, chief marketing officer of IHOP Corp. "Nothing beats the cold weather better than our delicious, fresh pancakes and hot coffee that keep coming until you have had your fill."

IHOP's All You Can Eat Pancake combos start at $4.99 and include two buttermilk pancakes, eggs any style, crispy hash browns, and a choice of pork sausage links, hickory smoked bacon or ham. Pancakes are then brought out three at a time until the guest is satisfied. For an additional cost, guests can add IHOP's Never Empty Coffee Pot, available in regular and decaf, to their order and enjoy unlimited cups of coffee with their meal.

Hurry in soon, because IHOP's All You Can Eat Pancakes are available for a limited time only at participating locations. Pricing may vary by location. For more information or to find an IHOP location, please visit www.ihop.com.

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 Restaurant Support Center at (818) 240-6055 or visit the Company's Web site located at www.ihop.com.

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