



MEDIA ALERT/PHOTO OPP: IHOP Flips for Charity With Second National Pancake Day Celebration

February 20, 2007

GLENDALE, CA, Feb 20, 2007 (MARKET WIRE via COMTEX News Network) -- What: IHOP's Second National Pancake Day Celebration

For the young and young-at-heart, IHOP invites people of all ages to flip for a short stack of its buttermilk pancakes on the house in celebration of IHOP's 2nd National Pancake Day. Also known as Mardi Gras and Shrove Tuesday, Pancake Day has been celebrated for centuries in England, with a tradition and lore all its own.*

When: Tuesday, February 20, 2007; 7:00 am - 10 pm

Why: What could be more fun than free pancakes? Free pancakes drizzling with community support! For every sticky short stack of pancakes served on National Pancake Day, IHOP guests are invited to make a donation to the Children's Miracle Network, a non-profit organization dedicated to saving and improving the lives of children with 170 Children's Miracle Network hospitals across the US, or other local charities.

Where: At IHOP locations nationwide

For more information, visit <http://www.ihop.com> or send an e-mail to ihopnews@carryonpr.com.

*NOTE TO EDITORS: For centuries, the English have 'flipped' for pancakes in celebration of Shrove Tuesday, which heralds the beginning of fasting during Lent. Long ago, strict rules prohibited the eating of all dairy products during Lent, so pancakes were made to use up the supply of eggs, milk, butter and other fats... hence the name Pancake Tuesday. The tradition and lore behind this 'delicious' holiday would make for an entertaining (and informational) sidebar story.

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 December 31, 2006, the end of IHOP's fourth quarter, there were 1,302 IHOP restaurants in 49 states and Canada. IHOP Corp. (NYSE: IHP) 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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SOURCE: IHOP Corp.