



IHOP Heats Up Cravings With Fruit Crepe Fever

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New Crepes, Available for a Limited Time, Cause Craving Frenzy

GLENDAL, CA, Sep 04, 2007 (MARKET WIRE via COMTEX News Network) -- IHOP (NYSE: IHP), one of America's favorite restaurants for breakfast, lunch and dinner, is raising temperatures with its newest limited time offer, Fruit Crepe Fever. Available from now until October 28, Fruit Crepe Fever features IHOP's delicate crepes spilling over with delicious fruit and sweet cream cheese filling.

The limited time offer is sending guests into great fervor, and each delicate-crepe sensation includes a choice of real fruit compote and sweetened cream cheese:

Black Cherry -- Filled with warm black cherry compote and sweet cream cheese, and drizzled with cream cheese icing and whipped topping.

Blueberry -- Filled with blueberry compote and sweet cream cheese, and drizzled with cream cheese icing and whipped topping.

Cinnamon-Apple -- Filled with cinnamon-apple compote and sweet cream cheese, and topped with cinnamon sugar, walnuts and whipped topping.

Strawberry -- Filled with plump, juicy strawberries and sweet cream cheese, and drizzled with cream cheese icing and whipped topping.

"Our guests are always looking for delicious new choices, and IHOP continues to provide unique and indulgent items that can't be found elsewhere," said Carolyn O'Keefe, Chief Marketing Officer of IHOP. "Our new fruit crepes are a decadent twist on IHOP's signature sweet crepes, and are sure to please guests looking to satisfy their sweet tooth this fall."

The Fruit Crepe Fever promotion is available with the guest's choice of combo meals, or a la carte. Fruit Crepe Fever is available for a limited time only at participating IHOP locations, and can be ordered for take-out through IHOP 'n Go -- a perfect meal solution during the busy back to school season. For more information, visit <http://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 International House of Pancakes, Inc., a wholly owned subsidiary of IHOP Corp. As of June 30, 2007, the end of IHOP Corp.'s second quarter, there were 1,319 IHOP restaurants in 49 states, the U.S. Virgin Islands, Canada and Mexico. 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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