



## Breakfast and Dessert Unite in IHOP's New Pancake Promotion

October 29, 2007

### 'Pancake Surrender' Features Carrot Cake, New York Cheesecake and Pumpkin Pancakes

GLENDAL, CA, Oct 29, 2007 (MARKET WIRE via COMTEX News Network) -- Dessert has a new place at the table! No longer content to be last place in the dinner line up, dessert-like treats are taking over tables as an indulgent new pancake promotion available only at IHOP (NYSE: IHP), one of America's favorite restaurants for breakfast, lunch and dinner. From now until the New Year, IHOP brings the sweet stuff to breakfast with three new pancakes inspired by dessert classics, including Carrot Cake, New York Cheesecake and Pumpkin flavored pancakes.

"Everyone has a special mouth-watering dessert that hits their comfort sweet-spot," said Carolyn O'Keefe, Chief Marketing Officer, IHOP Corp. "The latest trends in dining have brought classic desserts back to the table, but IHOP is putting dessert front and center by combining favorites with our world-famous pancakes. No matter when you choose to enjoy them, IHOP's new dessert-inspired pancakes are sure to satisfy any indulgent craving."

For a limited time only, the "Pancake Surrender" promotion is available morning, noon and night at IHOP locations nationwide. Choose from a tasty trio of classic dessert-inspired pancakes:

- Carrot Cake Pancakes: Two Oatmeal Spice pancakes filled with diced apples, raisins, carrots, coconut and crunchy walnuts. Topped with whipped butter and a drizzle of cream cheese icing.
- New York Cheesecake Pancakes: Two buttermilk pancakes loaded with creamy, rich cheesecake pieces topped with cool strawberry topping, a sprinkle of powdered sugar and creamy whipped topping.
- Pumpkin Pancakes: A twist on IHOP's traditional pancake recipe, two pancakes made with real pumpkin and spices. Creamy whipped topping provides the perfect finishing touch.

"Pancake Surrender" pancakes are available as combos with all the IHOP favorites including eggs, crisp hash browns and sausage links or bacon strips, only at participating IHOP locations. Pricing may vary by location. Pancake Surrender pancakes are also available for carry out through IHOP 'n Go. Visit [www.IHOP.com](http://www.IHOP.com) to find an IHOP restaurant near you.

#### ABOUT IHOP CORP.

The IHOP family restaurant chain has been serving a wide variety of breakfast, lunch and dinner selections for nearly 50 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 September 30, 2007, the end of IHOP Corp.'s third quarter, there were 1,328 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 Restaurant Support Center at (818) 240-6055 or visit the Company's Web site located at [www.ihop.com](http://www.ihop.com).

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