



Vive L'IHOP! Tour de French Toast Races Into IHOP

April 7, 2008

Four French Toast Favorites Available for a Limited Time Only

GLENDALE, CA, Apr 07, 2008 (MARKET WIRE via COMTEX News Network) -- IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has sprinted into spring with its new Tour de French Toast promotion. The promotion serves up the creme de la creme of IHOP's best-loved French toast dishes for a limited time, including IHOP's popular Stuffed French Toast treats, Strawberry French Toast and Cinnamon Swirl French Toast.

"Throughout IHOP's 50-year history, we have brought breakfast classics to the table while also having fun with unique takes on well-known favorites," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP was among the first to introduce Stuffed French Toast, and continues to build on its French toast success with new flavors, including Banana Caramel Stuffed French Toast and IHOP's Cinnamon Swirl French Toast."

Available at all participating IHOP locations and via take-out through IHOP 'n Go, Tour de French Toast is served a la carte or with all the favorites, including eggs, hash browns and a choice of breakfast meats. Guests can choose their favorite French toast from now through June 1:

- Cinnamon Swirl French Toast: IHOP's sweet, flaky cinnamon roll is sliced and grilled French toast style.
- Strawberry French Toast: French toast triangles topped with glazed strawberries, a sprinkle of powdered sugar and creamy whipped topping.
- Banana Caramel Stuffed French Toast: Warm French toast stuffed with banana cream and drizzled with caramel, walnuts and sliced, fresh bananas. Dusted with powdered sugar and crowned with whipped topping.
- Original Stuffed French Toast: IHOP's classic Stuffed French Toast! Cinnamon-raisin French toast stuffed with sweet cream cheese filling, topped with powdered sugar and choice of fruit topping, including cool strawberry, blueberry or cinnamon-apple, and crowned with creamy whipped topping.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com.

ABOUT IHOP

For 50 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. The first IHOP opened in Toluca Lake, Calif. in 1958, and as of December 31, 2007, there were 1,344 IHOPs in 49 states, the U.S. Virgin Islands, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based IHOP, a subsidiary of IHOP Corp. (NYSE: IHP).

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=732126

Jennifer Pendergrass
IHOP
818-637-3603

SOURCE: IHOP Corp.