



IHOP Serves Up 50 Years of Memories

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Pancake Mecca Kicks Off Yearlong 50th Birthday Celebration With National Contest

GLENDALE, CA, Mar 24, 2008 (MARKET WIRE via COMTEX News Network) -- From job interviews and first dates to marriage proposals and wedding receptions, IHOP has served up more than pancakes over the last 50 years. As part of a yearlong 50th birthday celebration, the restaurant chain will gather stories of the heartwarming, unexpected and even wacky events that have happened at IHOP as part of a national contest. The winner of the "It Happens at IHOP" contest will make a lifetime of memories with a grand prize of free pancakes for life.

Since the first restaurant opened in Toluca Lake, California in 1958, IHOP has been the home of some unlikely events. Perhaps most famous in recent years: newlyweds Eva Longoria and Tony Parker enjoyed their first date over pancakes at IHOP; former Fort Collins, CO mayor Ray Martinez ended the search for his birth mother by meeting her at an IHOP; and Arizona Diamondback and Cy Young Award winner Brandon Webb claims to have eaten at IHOP before every home game of his winning season. But these aren't the only stories that make IHOP part of people's everyday lives.

"Over the last 50 years, IHOP has been known for great food and friendly service, but there is much more to the IHOP story," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "To be successful in the restaurant business for 50 years you have to have a relationship with your guests, and this is why our guests celebrate special occasions and everyday victories at IHOP."

Complete "It Happens at IHOP" contest rules can be found at www.ihop.com. Entries can be submitted online starting March 24, 2008. The contest ends at 11:59 p.m. PT on May 31, 2008. One (1) grand prize winner will receive free pancakes for life (defined as one free short stack of buttermilk pancakes per week for 20 years) at IHOP and a trip to New York with one guest for the celebration of IHOP's 50th birthday on July 7, 2008. (Trip to New York includes roundtrip coach airfare for two from winner's nearest gateway airport to New York, New York, plus two nights of hotel accommodation and two tickets to attend IHOP's July 7 birthday event. All other expenses are responsibility of winner. Winner must travel on dates specified by Sponsor and winner and guest must travel on same itinerary.) Five (5) runners-up will each receive \$100 IHOP gift cards.

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).

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SOURCE: IHOP Corp.