



## **Green Eggs & Ham, Who-Cakes and Beezlenut Splash -- to Name Just a Few -- IHOP Partners With "Dr. Seuss' Horton Hears a Who!"**

March 3, 2008

IHOP Joins With Twentieth Century Fox and "Dr. Seuss' Horton Hears a Who!" to Serve Up "Seuss" Inspired Dishes for a Limited Time

GLENDALE, CA, Mar 03, 2008 (MARKET WIRE via COMTEX News Network) -- With new items that include Beezlenut Splash, Who-Cakes and Green Eggs & Ham, IHOP has created a menu that will be loved by any Dr. Seuss fan! IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has partnered with the new feature film from Twentieth Century Fox Animation, "Dr. Seuss' Horton Hears a Who!," to bring Dr. Seuss' imaginative journey of Horton the Elephant to IHOP restaurants throughout the U.S. From March 3 through April 20, IHOP restaurants will add four new Horton-themed menu items -- Beezlenut Splash, Who-Cakes, Mayor's Breakfast and Jo-jo's Kid's Breakfast. The new film opens at theaters nationwide on March 14.

"Generations have cherished Dr. Seuss' books for more than 50 years, and the IHOP team has had great fun referencing his imaginative work to create some of our most original products ever," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP's new Horton-themed menu items combine the unique, craveable items IHOP is famous for with some of the best-loved creative and playful themes from Dr. Seuss' stories."

Who-Cakes, named after the "Whos" who live on a speck of dust, are a colorful stack of IHOP's shortcake pancakes in all shapes and sizes covered with real boysenberry and blueberry glaze, rainbow chocolate chips and a pink lollipop.

The Mayor's Breakfast includes a clever play on Dr. Seuss' legendary "green eggs & ham" -- eggs scrambled with spinach, ham strips, hash browns and a choice of Who-Cakes or IHOP's original buttermilk pancakes.

Horton stands by the motto that "a person's a person, no matter how small," so for smaller appetites, Jo-jo's Kid's Breakfast offers a smaller stack of Who-Cakes, one scrambled green egg and a ham strip.

Adventurous guests can wash it all down with a wiggly jiggly Beezlenut Splash, a thirst-quenching treat of lemon-lime soda with cubes of floating Cherry and Berry Blue Jell-O(R).

Each of the four Horton-themed dishes at IHOP is inspired by the film and favorite stories from Dr. Seuss. A "who's who" of comedy, led by Jim Carrey and Steve Carell, bring to life Dr. Seuss' beloved "Horton Hears A Who!" An imaginative elephant named Horton (Carrey) hears a faint cry for help coming from a tiny speck of dust floating through the air. Although Horton doesn't know it yet, that speck houses an entire city named Who-ville, inhabited by the microscopic Whos, led by the Mayor (Carell). Despite being ridiculed and threatened by his neighbors who think he has lost his mind, Horton is determined to save the particle... because "a person's a person no matter how small."

The IHOP promotion is supported by an integrated marketing effort that includes a national television commercial, in-restaurant materials and online elements that bring the spirit of "Dr. Seuss' Horton Hears a Who!" alive for IHOP guests. NMA Entertainment & Marketing worked closely with IHOP in the execution and creation of online and other promotional elements.

For more information or to find an IHOP restaurant near you, please visit [www.ihop.com](http://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).

### **ABOUT FOX FILMED ENTERTAINMENT**

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox Atomic, and Twentieth Century Fox Animation.

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