



## **IHOP Takes Off on "RV-Style" Road Trip Across America**

May 29, 2008

Twenty-Seven Cities, 61 Games and 8,500 Miles Add Up to a FANtastic 50th Birthday for IHOP

GLENDALE, CA, May 29, 2008 (MARKET WIRE via COMTEX News Network) -- IHOP is gearing up for an all-American summer! In celebration of its 50th birthday this July, IHOP has teamed up with Minor League Baseball(TM) for a cross-country summer road tour celebrating two American classics -- baseball and pancakes. IHOP's Discover America Road Tour will visit Minor League Baseball parks in 27 cities, and the birthday party continues at [www.ihop.com](http://www.ihop.com) with an online sweepstakes.

From May 31 through early Sept., an IHOP-branded recreational vehicle (RV) will travel more than 8,500 miles and visit 61 Minor League Baseball games around the country bringing cheer, games and giveaways. In conjunction with the Road Tour, IHOP restaurants will offer nine new pancake flavors throughout the summer, with three featured pancake flavors each month.

"Americans from New York and Louisiana to Washington and California are passionate about baseball and pancakes. As we celebrate our 50th birthday, we are bringing together the ultimate treat for our guests who love both IHOP pancakes and their local Minor League Baseball team," said Carolyn O'Keefe, IHOP's senior vice president, marketing.

IHOP baseball cards featuring all nine new pancake flavors will be distributed to fans at the games with a coupon for a "buy one, get one free" Discover America combo meal. Additionally the Most Valuable Pancake (MVP) mascot will entertain the crowd, give away t-shirts, and organize games. The first wave of the Discover America Road Tour will stop in Jacksonville, Fla., Charleston, S.C., Charlotte and Durham, N.C., Norfolk and Richmond, Va., Trenton, N.J., Pawtucket, R.I. and Toledo, Ohio.

For those IHOP fans who can't make it to the games, IHOP's 50th birthday celebration continues at [www.ihop.com](http://www.ihop.com) with the Discover America Sweepstakes where beginning June 2 fans and guests can vote for the "most valuable" pancake flavor or play state-themed trivia for a chance to win prizes. Three (3) grand prize winners will receive a weekend trip for two to New York, Los Angeles or Chicago. Additional prizes include \$50 IHOP gift cards and baseball memorabilia contributed by participating Minor League Baseball clubs. The sweepstakes starts June 2, 2008 at 12:01 a.m. ET and ends September 7, 2008 at 11:59 p.m. ET. To enter the sweepstakes and view the complete rules, visit [www.ihop.com](http://www.ihop.com). The site will also be continually updated with tour highlights as the RV makes its way across the country.

For more information about the Discover America Road Tour -- including a complete list of cities and tour dates and descriptions of new pancake flavors -- or to find an IHOP restaurant near you, visit [www.ihop.com](http://www.ihop.com).

### **ABOUT MINOR LEAGUE BASEBALL**

Minor League Baseball is the governing body for all professional baseball teams in the United States, Canada and the Caribbean that are affiliated with Major League Baseball through their farm systems. The Minor League Baseball Office is involved in business phases and represents its member leagues and teams in negotiations with Major League Baseball. Through its subsidiaries, Professional Baseball Promotion Corp.; Professional Baseball Employment Opportunities (PBEO); and Professional Baseball Umpire Corp. (PBUC), it works in the areas of marketing, promotions, licensing, legal affairs, office employment recruitment and the training and evaluation of umpires.

For more information about Minor League Baseball, visit <http://www.minorleaguebaseball.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 March 31, 2008, there were 1,353 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).

#### **Contacts:**

Jennifer Pendergrass  
IHOP  
818-637-3603

Heather Walsh  
Manning Selvage & Lee  
323-866-6050

SOURCE: IHOP