



No Tricks, Just Treats at IHOP This October

October 13, 2008

Trick-or-Treat Early This Year at IHOP With "All-You-Can-Eat" Buttermilk Pancakes and International House Roast Coffee

GLENDALE, CA, Oct 13, 2008 (MARKET WIRE via COMTEX News Network) -- Kids won't be the only ones receiving a special treat this Halloween. IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is celebrating this spooktacular holiday by inviting everyone to enjoy Trick or Treat All-You-Can-Eat Pancakes any time of day or night from now through October 31. Guests can also compliment their pancakes with a Never-Empty Pot of IHOP's International House Roast coffee, a rich blend of premium beans selected, harvested and roasted exclusively for IHOP.

"This October we know our guests will find unlimited golden buttermilk pancakes and cups of fresh, hot coffee devilishly delicious," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "There is no trick about it. IHOP pancakes are perfectly delightful for fall."

Available for a limited time at participating locations, IHOP's Trick or Treat All-You-Can-Eat Pancakes are available a la carte or as part of a combo, which start at \$4.99 and begin with two, fluffy buttermilk pancakes, eggs any style, golden hash browns, and a choice of pork sausage links, crisp bacon or ham. Pancakes are then served fresh three at a time until the guest is satisfied. Pricing may vary by location.

IHOP's fresh, hot International House Roast coffee is available any time of day and is served tableside in IHOP's iconic Never-Empty copper-colored coffee pots.

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 September 30, 2008, there were 1,375 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 DineEquity Inc. (NYSE: DIN).

Jennifer Pendergrass
IHOP
(818) 637-3603

Kate Greenberg
Manning Selvage & Lee
(323) 866-6045

SOURCE: IHOP