



## Sprinkle in Some Sweetness With New Coffee Cake Pancakes at IHOP

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New Streusel-Topped Pancakes Available for a Limited Time

GLENDALE, CA, Oct 27, 2008 (MARKET WIRE via COMTEX News Network) -- Fall is in the air and the holiday celebrations are right around the corner. IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is keeping the season sweet with its tempting new Coffee Cake Pancakes. Available into the New Year, Coffee Cake Pancakes bring together the flavors of the classic crumble cake and IHOP's world famous buttermilk pancakes. And combined with a fresh, hot Never-Empty Pot(R) of IHOP's International House Roast coffee, new Coffee Cake Pancakes are the perfect treat to get through the hectic holiday hubbub.

"With the holidays looming around the corner, IHOP offers guests a sweet new reason to enjoy the season," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "For over 50 years IHOP has provided guests with fun, food and family memories, and our new Coffee Cake Pancakes are the latest craveable treat found only at IHOP."

For a limited time only, new Coffee Cake Pancakes are available morning, noon and night at participating IHOP locations nationwide. Choose from three delicious flavors:

- Lemon Blueberry Coffee Cake Pancakes: Two fluffy pancakes made with lemon streusel, crowned with blueberry compote, more lemon streusel and creamy whipped topping.
- Cinnamon Apple Coffee Cake Pancakes: Two fluffy pancakes made with sweet butter and cinnamon streusel, crowned with warm apple compote, more cinnamon streusel and creamy whipped topping.
- Pecan Streusel Coffee Cake Pancakes: Two fluffy pancakes made with sweet butter, cinnamon and pecan streusel, crowned with more pecan streusel, cream cheese icing and creamy whipped topping.

IHOP's new Coffee Cake Pancakes start at \$4.99 and are available a la carte or as part of a combo that includes eggs any style, golden hash browns and a choice of pork sausage links, crisp bacon or ham. Pricing may vary by location. Coffee Cake Pancakes are also available for carry out through IHOP 'n Go. Visit [www.IHOP.com](http://www.IHOP.com) to find an IHOP restaurant near you.

### 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, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based IHOP, a subsidiary of DineEquity Inc. (NYSE: DIN).

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