



The Sweetest Gift Comes With a Little Something Extra This Holiday Season at IHOP

November 24, 2008

IHOP Gift Cards Are a Fun and Easy Gift That Is Sure to Delight

GLENDAL, CA, Nov 24, 2008 (MARKET WIRE via COMTEX News Network) -- At IHOP this holiday season guests can celebrate by giving and receiving. IHOP gift cards are a sweet surprise for anyone on your gift list, but this year guests who purchase a \$25 gift card before Jan. 4, 2009 will also receive a \$5 coupon for a future visit at participating locations.

"As our guests turn to IHOP to find a special gift for family and friends with our convenient gift cards, we are excited to spread some extra holiday cheer with a bonus coupon for a future visit," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "This way guests can also treat themselves to one of our many classic breakfast, lunch and dinner favorites."

According to the National Retail Federation, gift cards will top holiday gift lists and more than half of consumers (54.9 percent) would like to receive a gift card this holiday season.

Gift cards are available at all IHOP restaurants and are sold in denominations from \$5 to \$50. The \$5 coupons are accepted at participating restaurants and must be redeemed by Jan. 31, 2009. 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, 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
MS&L PR
(323) 866-6045

SOURCE: IHOP