



DineEquity, Inc. to Hold Fourth Quarter 2008 Investor Conference Call on February 25th

January 15, 2009

GLENDALE, CA, Jan 15, 2009 (MARKET WIRE via COMTEX) -- DineEquity, Inc. (NYSE: DIN), franchisor and operator of Applebee's and IHOP restaurants, today announced that it will release fourth quarter and fiscal 2008 financial results and issue 2009 financial performance guidance on Wednesday, February 25, 2009 before the market opens. The Company will host an investor conference call to discuss its fourth quarter and fiscal 2008 financial results and 2009 performance guidance on Wednesday, February 25, 2009 at 11:00 a.m. Eastern Time (8:00 a.m. Pacific Time). To participate on the call, please dial (888) 679-8037 and reference pass code 81027656. Participants may also pre-register to obtain a unique pin number to join the live call without operator assistance by visiting the following Web site:

<https://www.theconferencingservice.com/prereg/key.process?key=P7B9TCNA3>

A live webcast of the call will be available on DineEquity's Web site at www.dineequity.com, and may be accessed by visiting Calls & Presentations under the site's Investor Information section. Participants should allow approximately ten minutes prior to the call's start time to visit the site and download any streaming media software needed to listen to the webcast. A telephonic replay of the call may be accessed through March 4, 2009 by dialing 888-286-8010 and referencing pass code 85912763. An online archive of the webcast also will be available on the Investor Information section of DineEquity's Web site.

As previously disclosed, DineEquity has discontinued its practice of previewing its same-store sales performance in advance of its full quarterly financial results. The Company believes that same-store sales are best explained in the context of full financial results in recognition, in part, of the impact same-store sales has on its company restaurant operating performance.

About DineEquity, Inc.

Based in Glendale, California, DineEquity, Inc. franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar and IHOP brands. With nearly 3,400 restaurants combined, DineEquity is the largest full-service restaurant company in the world. For more information on DineEquity, visit the Company's Web site located at www.dineequity.com.

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