



Newly Crowned Miss America 2009 Flips for Kids

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Katie Stam Joins IHOP to Help Raise \$1 Million for Children's Miracle Network on National Pancake Day February 24
GLENDALE, CA, Jan 26, 2009 (MARKET WIRE via COMTEX News Network) -- Immediately following her crowning as Miss America 2009 on Saturday, Katie Stam announced plans to serve as the official spokesperson for National Pancake Day on behalf of IHOP. To benefit Children's Miracle Network, IHOP plans to give away millions of its signature buttermilk pancakes, one free short stack at a time on Tuesday, February 24, 2009 from 7 a.m. to 10 p.m. In return, IHOP hopes that satisfied guests will make a voluntary donation to support local children's hospitals through Children's Miracle Network, and other local charities.

"It is a great honor to be the National Goodwill Ambassador for Children's Miracle Network and to serve as a spokesperson for their fundraising partnership with IHOP on National Pancake Day," said Katie. "Children's Miracle Network is an important cause to the Miss America Organization and to me, and I hope to turn pancakes into miracles for children across the country. What could be more satisfying than free pancakes and helping children?"

IHOP launched its National Pancake Day fundraising effort in 2006 with the goal to benefit the communities in which it operates. Last year's fundraiser was the largest one-day event in IHOP's 50-year history by giving away more than 1.5 million pancakes and raising more than \$875,000 for local children's hospitals and other worthy causes. To date, IHOP has raised nearly \$2 million dollars in support of local charities and hopes to raise at least \$1 million in 2009.

"National Pancake Day is the perfect occasion to bring together families and friends, while raising funds for the communities where IHOPs operate," said Des Hague, IHOP's president. "We congratulate Katie Stam on her coronation as Miss America and we're excited to partner with her and the Miss America Organization in support of Children's Miracle Network as they continue to make a difference in the lives of children across the country."

Known also as Fat Tuesday or Mardi Gras, National Pancake Day is a centuries-old tradition dating back to when the English would rid ice boxes of dairy products in preparation for Lent. Strict rules prohibited the eating of all dairy products during then Lenten season, so pancakes were made to use up the supply of eggs, milk, butter and other dairy products... hence the name Pancake Tuesday, or Shrove Tuesday.

For more information about National Pancake Day, to find a local IHOP, or to donate to Children's Miracle Network, please visit www.IHOPpancakeday.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).

ABOUT THE MISS AMERICA ORGANIZATION

The Miss America Organization is one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local organizations made available more than \$45 million in cash and scholarship assistance. For more information, go to www.missamerica.org.

ABOUT CHILDREN'S MIRACLE NETWORK

Children's Miracle Network is an international non-profit organization that raises funds for more than 170 children's hospitals. Countless individuals, 90 organizations and 400 media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research and education that saves and improves the lives of 17 million children each year. To learn more go to www.ChildrensMiracleNetwork.org.

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