



## IHOP's New Loaded Country Hash Browns Wake up Taste "Spuds"

February 25, 2009

### Premium Limited Time Offering Redefines Flavor With a Twist

GLENDALE, CA, Feb 25, 2009 (MARKET WIRE via COMTEX) -- Full. Flavorful. And Loaded. With their delectable flavor combinations, IHOP's new Loaded Country Hash Browns offer is sure to get the attention of potato and breakfast lovers all across the country. Served with two fluffy buttermilk pancakes and two eggs cooked any style, these new savory temptations are available for a limited time only.

"Our new country-style hash browns come loaded in three delicious combinations, each featuring scrumptious meats blended with flavors that are sure to wake up and delight the taste buds," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "We've combined classic flavor combinations but have also added a twist with bold new tastes like fresh green onions, Monterey Jack and country gravy -- all atop delicious and perfectly seasoned country-style hash browns. Now who could resist that?"

IHOP's mouthwatering country hash browns' flavors include:

- Ham, Swiss & Mushroom Browns - loaded with sauteed mushrooms, diced ham and melted Swiss and Parmesan cheese. Topped with green onions.
- Jack, Cheddar & Bacon Browns - stuffed with chopped hickory-smoked bacon and melted Cheddar and Monterey Jack cheeses. Topped with sour cream and green onions.
- Country Sausage Browns - overflowing with pork sausage links, Cheddar cheese and grilled onions. Topped with creamy country gravy.

A pot of IHOP's International House Roast coffee -- a rich blend of premium beans selected, harvested and roasted exclusively for IHOP -- is the perfect complement to wash down any style hash browns. International House Roast coffee is available any time of day and is served tableside in IHOP's iconic Never-Empty copper-colored coffee pots.

IHOP's soon-to-be-famous Loaded Country Hash Browns offer won't last long so guests are encouraged to load up before it's too late!

Available at participating locations, IHOP's Loaded Country Hash Browns offer starts at a value price of \$5.99. Price may vary by location. For more information on IHOP or to find a restaurant near you, please visit [www.ihop.com](http://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 December 31, 2008, there were 1,396 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).

#### Contacts:

Dan Ischy  
IHOP  
818-637-4756

Kate Greenberg  
MS&L PR  
323-866-6045

SOURCE: IHOP