



## **IHOP National Pancake Day Raises More Than \$1.3 Million for Children's Charities**

February 27, 2009

### **Challenging Economy No Match for IHOP Guests' Generosity**

GLENDALE, CA, Feb 27, 2009 (MARKET WIRE via COMTEX) -- The results are in! Committed to giving back to the communities in which it operates, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, announced its 2009 National Pancake Day Celebration raised more than \$1.3 million on behalf of children's charities, far surpassing the goal of \$1 million. Guests from all over the country celebrated National Pancake Day by enjoying more than 2.5 million free buttermilk pancakes.

"This is the fourth year that IHOP has celebrated National Pancake Day," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "This really isn't about giving away free food -- it's about making a difference in the lives of children across the nation. And even a challenging economy proved no match for our guests' incredible generosity."

As part of its fourth annual National Pancake Day Celebration, held on February 24, 2009, IHOP guests nationwide were invited to enjoy a free short stack of its signature buttermilk pancakes and in return asked to consider donating what they would have paid for the pancakes to Children's Miracle Network and other designated local charities. Newly-crowned Miss America 2009 Katie Stam, served as national spokesperson, showcasing her "flapjack flipping" skills to promote the event across the country.

"IHOP's celebration of National Pancake Day created another opportunity for patrons to donate to an important cause, helping provide research, education and care for millions of children across the country at Children's Miracle Network affiliate hospitals," said Scott Burt, president and CEO, Children's Miracle Network. "We cannot thank IHOP employees, franchisees and guests enough for their support."

Also known as Fat Tuesday or Mardi Gras, Pancake Day dates back several centuries to when the English prepped for fasting during Lent. Strict rules prohibited the eating of all dairy products during Lent, 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.

Since IHOP began its National Pancake Day Celebration in 2006, it has raised more than \$3.25 million to support charities in the communities in which it operates.

#### **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).

#### **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](http://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 [ChildrensMiracleNetwork.org](http://ChildrensMiracleNetwork.org).

Dan Ischy/Patrick Lenow  
IHOP  
818-637-4756/818-637-3629

Terry Wills/Claire Delacruz  
Wills Communications, Inc.  
310-524-0200

SOURCE: IHOP