



IHOP Voted Best Breakfast by Zagat Survey

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International House Roast Coffee Voted Number Two in Full-Service Chain Category

GLENDALE, CA, Jun 12, 2009 (MARKETWIRE via COMTEX) -- For more than 50 years IHOP has been one of America's favorite restaurants for breakfast, lunch and dinner, and has received thousands of "best of" recognitions over the years. Adding to that long list of accolades are two impressive recognitions in Zagat's recently released 2009 Fast-Food/Full-Service Chain Restaurants Survey -- voted No. 1 Best Breakfast and No. 2 Best Coffee among all of the full-service chain restaurants.

IHOP was cited most often as being the best breakfast restaurant among all of the full-service restaurant chains in the survey, including 20 casual dining and 10 family-dining restaurants. IHOP and its International House Roast Coffee were voted No. 2 for Best Coffee and was the highest ranked family-dining restaurant on the list. The survey was conducted among a national sample of 6,107 ZAGAT.com registered users.

"Breakfast has long been recognized as the most important meal of the day, and we are thrilled IHOP has been acknowledged as the best breakfast restaurant in the country by Zagat's esteemed voters," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP's International House Roast Coffee was launched in early 2008, and we are pleased it has already made an impact on coffee lovers. Good food in a comfortable, friendly environment has long been a staple of the IHOP dining experience, and both the Best Breakfast and Best Coffee rankings further validates IHOP's commitment to our guests."

Since its launch in 1979, Zagat Survey has empowered consumers by providing them with a vehicle to express their opinions. Zagat surveyors are frequent, knowledgeable consumers in each of the categories they rate. Each questionnaire is compiled by Zagat's content department in conjunction with expert editors. The published reviews are based on these questionnaires, with numerical ratings reflecting the average scores given by participants who voted on each establishment and text based on direct quotes from, or fair paraphrasings of, participants' comments.

"Knowing IHOP personally, it comes as no surprise that it has done so well with our surveyors," said Tim Zagat, CEO and Co-Founder of the Zagat Survey.

Consumer feedback is not new to the IHOP system. IHOP consistently relies on consumer research and testing to maintain a menu full of unique and craveable items. In addition to its beloved breakfast dishes, IHOP offers a wide range of lunch and dinner items that are available any time of day. IHOP's "IHOP For Me" menu choices also offer guests breakfast, lunch and dinner items that are lower in calories, fats and carbohydrates.

To learn more about Zagat's 2009 Survey of National Chain Restaurants, visit www.zagat.com/fastfood.

To find an IHOP restaurant near you, please visit www.ihop.com. IHOP gift cards may be purchased at any IHOP location or by going online. All of IHOP's breakfast, lunch and dinner items are available any time of day, and don't forget to "grab your IHOP 'n Go" with IHOP's takeout program.

ABOUT ZAGAT SURVEY, LLC

Known as the "burgundy bible," Zagat Survey is the world's most trusted source for information about where to eat, drink, stay and play around the globe, and as such has become a symbol of quality. Zagat Survey rates and reviews airlines, restaurants, hotels, nightlife, movies, music, golf, resorts, shopping, spas, and a range of other entertainment categories in over 100 countries and has been lauded as the "most up-to-date, comprehensive and reliable guides ever published" and as "a necessity second only to a valid credit card." Zagat content is available in print, on the Web, on the Palm and Windows Mobile operating systems, on BlackBerry, on mobile phones, and on TV. For more information, visit ZAGAT.com.

ABOUT IHOP

For more than 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 March 31, 2009, there were 1,402 IHOPs in 50 states, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN).

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SOURCE: IHOP