



Getaway With an IHOP "Pancation" This Summer

June 29, 2009

Three New Hawaiian-Inspired Pancake Flavors Provide a Taste of the Islands

GLENDALE, CA, Jun 29, 2009 (MARKETWIRE via COMTEX) -- Save on the expensive plane trip and hotel fares this summer and instead enjoy the ultimate indulgent "staycation" at IHOP! I-HOP (island hop, that is!) takes on a tropical feel this summer as guests are invited to take a 'pancation' with three mouthwatering new Hawaiian Pancakes. Grab a Hawaiian shirt or grass skirt and head to your neighborhood IHOP to experience an island vacation without leaving town.

"To say 'mahalo' (thank you) to our guests we have transformed IHOP into the ultimate summer 'pancation' that provides an escape from the everyday and transports guests to the relaxing beaches and sea breezes of Hawaii," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP guests are looking for value and a respite this summer, and we are bringing the islands to them with an unforgettable Hawaiian experience that brings together the best elements of any vacation -- food, family and fun!"

IHOP's island-inspired Hawaiian Pancake flavors include:

- Pineapple Upside Down Pancakes -- flip for this delectable treat that includes pineapple pieces grilled inside two sweet golden pancakes, crowned with a rum-butter flavored glaze, creamy whipped topping and a Maraschino cherry.
- Banana Macadamia Nut Pancakes -- go nutty for this scrumptious delight of two sweet golden pancakes grilled with fresh sliced banana, drizzled with a rum-butter flavored glaze, and crowned with creamy whipped topping and toasted macadamia nuts.
- Strawberry Passion Fruit -- savor this sweet indulgence of creamy cheesecake and passion fruit syrup layered between two sweet golden pancakes, topped with cool strawberries, creamy whipped topping and passion fruit syrup.

Available at participating locations, IHOP's Hawaiian Pancakes start at \$5.99 and are available a la carte or as part of a combination meal including eggs any style, crisp hash browns and a choice of crisp bacon, pork sausage links or ham. A tall glass of one of IHOP's new Iced Coffee flavors is the perfect complement to the sweet tastes of Hawaii and a great way to cool off on a Hawaiian 'pancation.' Freshly-brewed and creamy sweet IHOP Iced Coffees are available in Mocha, Vanilla and Original.

For more information on IHOP or to find a 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 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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