



IHOP's Staycation Contest Heats Up Summer

July 13, 2009

Enter for a Chance to Win Trip to Hawaii

GLENDALE, CA, Jul 13, 2009 (MARKETWIRE via COMTEX) -- Camping on the front lawn, endless days at the community pool, a movie night in ... the best vacations don't require a long trip. These days, vacations can be expensive and many Americans are opting to relax and create memories closer to home. This summer, IHOP invites guests to tell their best 'staycation stories' of memories of time spent close to home for the chance to win a vacation trip for two to Honolulu, Hawaii. Between July 13 and August 14, guests can submit their stories in 250 words or less at www.ihop.com. Five finalists will be selected and the public will be invited to vote on the winning story.

"This summer, we encourage our guests to embrace the fun and excitement that can be found close to home," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP's 'Staycation Stories' contest is a great way to look at the memories you create every day."

In addition to reminiscing about staycations of the past, consumers can create new memories close to home by taking a 'pancation' at IHOP. Visit IHOP this summer to try the new island-inspired Hawaiian Pancake flavors including Pineapple Upside Down Pancakes, Banana Macadamia Nut Pancakes and Strawberry Passion Fruit Pancakes. Available for a limited time only at participating restaurants, 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.

Complete IHOP "Staycation Stories" contest rules can be found at www.ihop.com. Entries can be submitted online beginning 12:01 a.m. PT July 13, 2009. The contest ends at 11:59 p.m. PT on August 14, 2009. Five finalist entries will be judged on three factors: entertainment, originality and emotional impact. The public will be invited to vote online at www.ihop.com for their favorite of the five finalist entries. Online voting will begin at 12:01 a.m. PT August 17, 2009. Online voting ends at 11:59 p.m. PT on August 30, 2009 at www.ihop.com, limit one vote per email address.

For more information on IHOP or to find a restaurant near you, please visit 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 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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