



## The Best Things in Life Really Are Free... With Dinner at IHOP!

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### 'Kids Eat Free' for Dinner at IHOP for Four Weeks This Summer

GLENDALE, CA, Aug 17, 2009 (MARKETWIRE via COMTEX) -- These days going out to dinner as a family can be expensive, and with overscheduled lives, family dinner time has dwindled, causing many families to opt for quick meals at home or on the go. This summer, families can break out of their routine without breaking the bank by heading to IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, for its national 'Kids Eat Free' dinner promotion. As kids head back to school, family dinners become even more important. In fact, kids who eat most often with their parents are 40 percent more likely to say they get mainly A's and B's in school than kids who have two or fewer family dinners a week.(1)

"IHOP has always been a destination for families, and we are proud to make spending family time over dinner easy for parents without sacrificing quality and value," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP provides the answer to the question 'what's for dinner' with its wide selection of menu items that are available any time of day. Whether its breakfast for dinner, or one of IHOP's classic savory dinner items, IHOP gives guests of all ages a craveable choice to satisfy their dinner taste buds."

Available for a limited time at participating locations, IHOP's 'Kids Eat Free' dinner promotion runs nightly August 17 through September 13. Families who dine in at IHOP from 4 p.m. to 10 p.m. daily will receive one free Kid's Meal with each adult entree purchase. The free meal is valid for kids 12 and under on IHOP's "Just for Kids" menu items (drinks are not included unless otherwise specified on the "Just for Kids" menu). The offer is not valid with any other discounts, coupons or specials.

The IHOP "Just for Kids" menu features a variety of childhood favorites, including: Cheeseburgers, Grilled Cheese, Kraft(R) Macaroni and Cheese\*, Crispy Chicken Strips, as well as Funny Face and Silver Dollar Pancakes. IHOP also offers delicious, lighter fare options on its "Just for Kids" menu, including Create-A-Face Pancake, Fresh Fruit Dish and Jr. Fish.

For more information or to find an IHOP 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 June 30, 2009, there were 1,421 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).

(1) Time Magazine, "The Magic of the Family Meal," June 4, 2006

\* Kraft is a registered trademark of Kraft Foods

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