



## **IHOP Makes It Easier to "Eat, Gift and Be Merry"**

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### **\$5 Coupon on IHOP Gift Cards Provides Even More Value for Guests**

GLENDALE, CA, Nov 23, 2009 (MARKETWIRE via COMTEX) -- IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is providing guests with even more value this holiday season. Now through January 3, 2010, guests who purchase an in-restaurant \$25 gift card will receive a \$5 coupon for a future visit at participating locations.

"In addition to great food and great service, IHOP has always been known for value," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "And providing guests with even more value at this time of year with our \$5 bounce back coupon makes an IHOP gift card the perfect way to give... and receive."

Guests can purchase gift cards in restaurants, online at [www.ihop.com](http://www.ihop.com), or, for added convenience, at more than 22,000 retail partner locations. Cards are sold in denominations from \$5 to \$50. The \$5 coupons are accepted at participating restaurants and must be redeemed by January 31, 2010.

All IHOP locations nationwide will be also open on Thanksgiving Day. For more information or to find an IHOP restaurant near you, please visit [www.ihop.com](http://www.ihop.com).

#### **ABOUT IHOP**

For 51 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 September 30, 2009, there were 1,433 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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