



IHOP Celebrates the Magic of the Season With New Holiday Hotcakes

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Witty Nutcrackers Keep Things Cracking With New Commercials and Online Photo Contest

GLENDALE, CA, Nov 30, 2009 (MARKETWIRE via COMTEX) -- Why wait for holiday dinners when the favored flavors of the season can start dancing across taste buds at breakfast? IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, invites guests to start celebrating early, and every part of the day, with its mouth-watering new Holiday Hotcakes. Inspired by spicy gingerbread, creamy eggnog, sweet pecan pie and traditional pumpkin pie, new Holiday Hotcakes are available now through January 3 at participating IHOP locations. Nutcrackers Sammy and Marcus, IHOP's new official nutcracker spokesmen, add to the festivities with holiday humor and the opportunity to win IHOP gift cards with the "Sammy and Marcus Off the Mantel Tour 2009" online photo contest.

"IHOP makes celebrating the holidays even sweeter by bringing great food, family and friends together for unique, craveable items that can only be found at IHOP," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "And IHOP's new nutcracker spokesmen keep the season fun with witty banter and a contest that encourages guests to get creative and enjoy the holiday season."

Four New Holiday Hotcakes at IHOP:

- Gingerbread Pancakes -- flip for this delectable treat that includes ginger spice pancakes crowned with powdered sugar, whipped topping and holiday sprinkles. The warm gingerbread flavor is reminiscent of homemade cookies and will bring out the kid in you with every bite.
- Eggnog Pancakes -- warm up with this scrumptious delight of vanilla cream with cinnamon and nutmeg layered between two sweet golden pancakes, crowned with creamy whipped topping, a sprinkle of cinnamon sugar and butter rum flavored sauce. This new decadent treat is the newest way to enjoy the holiday's sweetest taste!
- Pecan Pie Pancakes -- savor the taste of sweet pecan pie filling layered with fluffy buttermilk pancakes and topped off with whipped topping and glazed pecans. New Pecan Pie pancakes are crunchy, sweet goodness and sure to delight taste buds around the country.
- Pumpkin Pancakes -- delight in the comfort of the season's signature flavor and enjoy pumpkin pancakes made with real pumpkin and spices and finished off with a whipped topping. Old fashioned syrup is the perfect finishing touch. The mouthwatering flavor will leave you craving a second helping just like holiday dinners with family.

Available at participating locations, IHOP's Holiday Hotcakes start at \$4.99 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.

"Sammy and Marcus Off the Mantel Tour 2009"

The fun continues on television and online with commercials and outtakes of nutcrackers Sammy and Marcus, two 12-inch wooden soldiers with big personalities. Guests will enjoy the playful banter between Sammy, the clever Irish nutcracker and his sidekick Marcus, the witty nutcracker with a New York accent; the duo can be found cracking things up online at www.youtube.com/ihop.

Take Sammy and Marcus off the fireplace mantel and have them join you out in the world for all of your holiday adventures. Now through January 1, download coloring book versions of the nutcracker duo at www.ihop.com and snap pictures of Sammy and Marcus enjoying holiday festivities or decorated landmarks. Choose the best photos and upload them to www.ihop.com. Each week from now through January 1, IHOP will choose 10 of the most creative, unique and entertaining photo submissions and the winners will each receive a \$50 IHOP gift card. Use your imagination -- do you live near a national monument that Sammy and Marcus would like to visit or perhaps you're traveling to a beautiful vacation spot where Sammy and Marcus can soak up some sun? These two are ready to join you on your next adventure -- the sky's the limit and we can't wait to see what you come up with. **NO PURCHASE NECESSARY TO ENTER OR WIN.** Complete rules for the "Sammy and Marcus Off the Mantel Tour 2009" Contest are available at www.ihop.com.

IHOP gift cards are the perfect gift this season and may be purchased at any IHOP location or by going online or visiting select retail outlets. For more information or to find a restaurant near you, please visit 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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