



## All You Can Eat Pancakes Return to IHOP

January 4, 2010

### Ring in the New Year With Popular Pancake Promotion Starting at \$4.99

GLENDALE, CA, Jan 04, 2010 (MARKETWIRE via COMTEX) -- As the nation rings in 2010 and all the potential and promise that a new year brings, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is giving guests another reason to celebrate. Any time of day now through February 21, IHOP invites guests to enjoy their fill of its world-famous buttermilk pancakes.

"Our guests know they can count on IHOP to deliver great food at a great value," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "Our popular All You Can Eat Pancakes promotion is a great way to ring in the New Year while still keeping your resolution to save money."

Starting at \$4.99 and available at participating locations, IHOP's All You Can Eat Pancakes includes two fluffy buttermilk pancakes and the guest's choice of combo, which includes eggs any style, crispy hash browns and a choice of pork sausage links, crisp bacon or ham. Pancakes are then served three at a time until the guest is satisfied. Price may vary by location.

Guests can choose to complement their pancakes with a Never-Empty Pot of IHOP's International House Roast coffee, a rich blend of premium beans selected, harvested and roasted exclusively for IHOP. International House Roast coffee is available any time of day and is served tableside in IHOP's iconic Never-Empty copper-colored coffee pots.

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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SOURCE: IHOP