



MEDIA ALERT: Free Buttermilk Pancakes on February 23 at IHOP

February 22, 2010

National Pancake Day Celebration to Benefit Children's Miracle Network and Other Local Charities Media Invited to Cover -- Satellite Feed Available

WHAT: In celebration of National Pancake Day, IHOP restaurants nationwide will offer each guest a free short stack of buttermilk pancakes in an effort to raise awareness and funds for Children's Miracle Network and other local charities. This year, IHOP is hoping to stack up more donations than ever before, with a goal to raise \$1.75 million, for a total of \$5 million in five years with its National Pancake Day fundraising effort. To find a local IHOP or to donate online, visit www.ihoppancakeday.com

WHY: For every delicious short stack of buttermilk pancakes served on National Pancake Day, IHOP guests are invited to make a donation to Children's Miracle Network, or other local charities.

WHEN: TUESDAY, FEBRUARY 23, 2010, 7 a.m. - 10 p.m.

WHERE: Participating IHOP restaurants nationwide.

SATELLITE FEED TIMES AND COORDINATES:

Galaxy 3 (C-band) Transponder 9
Downlink 3880 (H) Audio 6.2 & 6.8
Monday, February 22, 2010 @ 10:00 - 10:15am ET
Tuesday, February 23, 2010 @ 3:00 - 3:15am ET
Tuesday, February 23, 2010 @ 10:00 - 10:15am ET

For Questions or Technical Assistance, Please Call 214-293-9500

Fun Facts From National Pancake Day 2009:

- Pancake lovers donated nearly \$1.5 million to children's charities, far exceeding the fundraising goal.
- IHOP served 2.5 million free pancakes on National Pancake Day 2009.
- All of the free pancakes served on National Pancake Day 2009 would have created a stack more than 20 miles high.
- Since the inception of National Pancake Day in 2006, IHOP has raised more than \$3.25 million and given away more than 6.1 million pancakes to support charities in the communities in which it operates.
- National Pancake Day 2009 was IHOP's largest one-day event in the company's 51-year history.

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).

***NOTE TO EDITORS: For centuries, the English have 'flipped' for pancakes in celebration of Shrove Tuesday, which heralds the beginning of fasting during Lent. Long ago, strict rules prohibited the eating of all dairy products during Lent so pancakes were made to use up the supply of eggs, milk, butter and other dairy products... hence the name Pancake Tuesday. While IHOP's National Pancake Day typically takes place on Shrove Tuesday, this year the company will host its free pancake event on Tuesday, February 23, extending the fundraising window by one week to maximize donations for Children's Miracle Network.

Contact:

Terry Wills
(310) 524-0200
Wills Communications, Inc.

Email Contact

Ann Kelsey
(310) 524-0200
Wills Communications, Inc.
Email Contact

SOURCE: IHOP