



IHOP's National Pancake Day Raises \$2.1 Million for Children'S Charities

March 2, 2010

IHOP Surpasses Fundraising Goal With Annual Free Pancake Giveaway Inspiring Generous Donations for Children's Miracle Network and Other Local Charities

GLENDALE, CA, Mar 02, 2010 (MARKETWIRE via COMTEX) -- The results are in! IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, announced today that it significantly exceeded its 2010 National Pancake Day fundraising goal, generating \$2.1 million in donations for Children's Miracle Network and other local charities. The company also surpassed its goal to raise \$5 million in five years, raising a cumulative \$5.35 million since first celebrating National Pancake Day in 2006.

"We are thrilled with the phenomenal success of National Pancake Day and truly touched by the generosity of IHOP's guests and franchisees," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "We set an aggressive goal for IHOP's fifth National Pancake Day celebration of \$5 million in five years, and to not only meet but exceed this goal clearly demonstrates the giving spirit of the IHOP guest. Just five short years ago when IHOP first celebrated National Pancake Day, we set out to give a little something back to our communities. Today, we could not be more proud of the national annual event Pancake Day has become with the tremendous funds and attention raised on behalf of our charity partners."

On February 23, 2010, guests from all over the country celebrated National Pancake Day by enjoying 4 million free buttermilk pancakes, an amount that would create a stack of pancakes higher than the Earth's stratosphere at more than 31.5 miles high! In return for the free flapjacks, guests were asked to consider leaving a little something behind for Children's Miracle Network and other designated local charities.

Listed as a top discussion topic on Twitter and covered by thousands of media outlets across the country, the 2010 National Pancake Day event helped bring much needed attention to the life saving efforts of Children's Miracle Network hospitals and other local charities.

"IHOP's generosity over the years through National Pancake Day is helping provide care for millions of sick children across the country at Children's Miracle Network hospitals," said Scott Burt, president and CEO, Children's Miracle Network. "Our entire network of hospitals and the millions of families helped through our system cannot thank IHOP, its generous franchisees and guests enough for their tremendous support."

IHOP began its National Pancake Day celebration in 2006, and since then has raised \$5.35 million for Children's Miracle Network and other local charities and given away more than 10.1 million buttermilk pancakes. For more information, visit www.ihoppancakeday.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).

ABOUT CHILDREN'S MIRACLE NETWORK Children's Miracle Network is an international non-profit organization that raises funds for more than 170 children's hospitals. Countless individuals, 90 organizations and 400 media partners unite with Children's Miracle Network hospitals to help sick and injured kids in local communities. Donations to Children's Miracle Network create miracles by funding medical care, research and education that saves and improves the lives of 17 million children each year. To learn more go to www.ChildrensMiracleNetwork.org.

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