



IHOP Appoints Bill Alexander Vice President, Franchise and Business Development

March 29, 2010

Industry Veteran to Lead Continued Franchise Expansion, Including International and Non-Traditional Venues

GLENDALE, CA, Mar 29, 2010 (MARKETWIRE via COMTEX) --IHOP, one of America's favorite restaurants for breakfast, lunch, and dinner, today named Bill Alexander Vice President, Franchise and Business Development. In his new position, Alexander is responsible for the strategic expansion of the IHOP brand through franchising of traditional locations domestically and in selected international locations. In addition, he will lead efforts to further IHOP's market penetration through non-traditional venues.

"Bill's extensive experience in strategically expanding brands through domestic and international franchising make him uniquely qualified for this important role within IHOP," commented Jean Birch, President, IHOP Restaurants. "With franchisees committed to a pipeline of over 350 new locations, IHOP is positioned to expand its lead in family dining. One of our key strategies is to make IHOP more convenient to more guests, and Bill's leadership in franchising will allow us to make that a reality."

Alexander previously served as Vice President, Development and Finance at Romano's Macaroni Grill. At Romano's he was responsible for leading both franchise and company-owned restaurant development, along with strategic and annual operational planning. Prior to this role, Alexander was employed by Brinker International Inc. and Carlson Restaurants Worldwide, Inc. in a variety of executive level positions. He began his career in public accounting with Arthur Anderson & Company and Deloitte, Haskins and Sells.

Alexander holds a Bachelors of Business Administration from Texas Tech University and is a Certified Public Accountant.

For more information or to find an IHOP 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 December 31, 2009, there were 1,456 IHOPs in 50 states, Canada, Mexico, Puerto Rico and the U.S. Virgin Islands. 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).

Forward-Looking Statements Except for historical information contained herein, the matters discussed in this press release may constitute forward-looking statements that involve known and unknown risks, uncertainties and other factors discussed from time to time in the Company's news releases, public statements and/or filings with the Securities and Exchange Commission, which may cause the actual results to be materially different than those expressed or implied in such statements. These statements may be identified by their use of forward looking terminology such as "may," "will," "expect," "believe," "plan," or other similar terminology. Forward-looking information is provided by the Company pursuant to the safe harbor established under the Private Securities Litigation Reform Act of 1995 and should be evaluated in the context of these factors. In addition, the Company disclaims any intent or obligation to update these forward-looking statements.

SOURCE: IHOP