



## Cash in This Tax Season With a Free Kids Meal at IHOP

March 31, 2010

### 'Kids Eat Free' for Dinner at IHOP for the Entire Month of April

GLENDALE, CA, Mar 31, 2010 (MARKETWIRE via COMTEX) --This tax season, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is looking to help maximize guests' deductions. Every parent knows that they are able to look forward to extra cash in their tax returns thanks to the little ones in their life. Now, April just got even more exciting for families with the national 'Kids Eat Free' dinner promotion at IHOP. Let "your little tax deductions" enjoy a free dinner at IHOP for the entire month.

With the average American single-child household spending approximately \$2,800(1) on food annually, it's no surprise that those with kids are looking to save wherever they can. And saving does not have to mean skimping on quality or foregoing family bonding opportunities. IHOP's 'Kids Eat Free' promotion offers great dinner choices along with quality family time -- and no one has to fight over doing the dishes. Parents also have the freedom to choose from any one of IHOP's many sweet and savory selections for their dinner cravings.

"IHOP's popular 'Kids Eat Free' promotion is an example of how we offer families across the nation the chance to enjoy a great meal, close to home, without trading value or quality," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "During April, let IHOP handle the 'what's for dinner' question with our wide variety of dining choices every member of the family will love. The value you've always known us for is even sweeter with dinner at IHOP."

Available for a limited time at participating locations, IHOP's 'Kids Eat Free' dinner promotion runs every day April 1 through April 30. Families who dine at IHOP from 4 p.m. to 10 p.m. daily will receive one free kid's meal with each adult entree purchase. The free meal is valid for kids 12 and under on IHOP's "Just for Kids" menu items (drinks are not included unless otherwise specified on the "Just for Kids" menu). The offer is available dine-in only and is not valid with any other discounts, coupons or specials.

The IHOP "Just for Kids" menu features a delicious variety of kid-friendly options, including: Cheeseburgers, Crispy Chicken Strips, Grilled Cheese, as well as IHOP's famous Funny Face and Silver Dollar Pancakes. All IHOP "Just for Kids" lunch and dinner items are served with fresh fruit. IHOP also offers a choice of smarter, everyday selections on its IHOP For Me "Just for Kids" menu, including Create-A-Face Pancake, Fresh Fruit Dish and Jr. Fish.

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 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).

(1) Lino, Mark & Carlson, Andrea. (2009). Expenditures on Children by Families, 2008. U.S. Department of Agriculture, Center for Nutrition Policy and Promotion.

Jennifer Pendergrass  
IHOP  
(818) 637-3603

Kristin Small  
MS&L PR  
(323) 866-6061

SOURCE: IHOP