



## **DineEquity, Inc. to Hold First Quarter 2010 Investor Conference Call on May 4th**

April 8, 2010

GLENDALE, CA, Apr 08, 2010 (MARKETWIRE via COMTEX) --DineEquity, Inc. (NYSE: DIN), the parent company of Applebee's Neighborhood Grill & Bar and IHOP Restaurants, today announced that it will release first quarter 2010 financial results on Tuesday, May 4, 2010 before the market opens. The Company will host an investor conference call to discuss its first quarter 2010 financial results on Tuesday, May 4, 2010 at 11:00 a.m. Eastern Time (8:00 a.m. Pacific Time). To participate on the call, please dial (888) 679-8040 and reference pass code 35523572. Participants may also pre-register to obtain a unique pin number to join the live call without operator assistance by visiting the following Web site:

<https://www.theconferencingservice.com/prereg/key.process?key=P6RFWUHJ8>

A live webcast of the call will be available on DineEquity's Web site at [www.dineequity.com](http://www.dineequity.com), and may be accessed by visiting Calls & Presentations under the site's Investor Information section. Participants should allow approximately ten minutes prior to the call's start time to visit the site and download any streaming media software needed to listen to the webcast. A telephonic replay of the call may be accessed through May 11, 2010 by dialing 888-286-8010 and referencing pass code 56471951. An online archive of the webcast also will be available on the Investor Information section of DineEquity's Web site.

About DineEquity, Inc.

Based in Glendale, California, DineEquity, Inc., through its subsidiaries, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar and IHOP brands. With more than 3,400 restaurants combined, DineEquity is the largest full-service restaurant company in the world. For more information on DineEquity, visit the Company's Web site located at [www.dineequity.com](http://www.dineequity.com).

SOURCE: DineEquity, Inc.