



Bring Your Daughters and Sons to Work, Followed by a Family Dinner at IHOP

April 19, 2010

Finish the Day Right During the 'Kids Eat Free' Dinner Promotion at IHOP

GLENDAL, CA, Apr 19, 2010 (MARKETWIRE via COMTEX) --Coinciding with national Take Our Daughters and Sons to Work(R) Day on April 22, 2010, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, invites parents to end the day at the perfect venue so that their kids can share stories about the day's events. IHOP's 'Kids Eat Free' promotion runs every day in April at participating restaurants, and brings together families in a fun and friendly dining environment.

"IHOP's popular 'Kids Eat Free' promotion provides families across the nation with an opportunity to end a day of learning with a great meal, close to home," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "With our deep rooted history of providing a friendly and welcoming environment for families to celebrate life's achievements, IHOP is the obvious choice for parents to bring their children on this special day for a delicious dinner at a great value."

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. Follow IHOP on Facebook at www.facebook.com/ihop.

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).

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SOURCE: IHOP