



## IHOP Cooks Up a Second Helping of Mom Appreciation

April 26, 2010

### Sweet Memories Equal Sweet Rewards During the IHOP "I HEART Mom" Contest

GLENDALE, CA, Apr 26, 2010 (MARKETWIRE via COMTEX) --After receiving more than 1,500 heartwarming stories last year, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is happy to announce the return of its "I HEART Mom" online essay contest. With more than 4 million new moms popping up across the nation each year(1), IHOP wants to give you the chance to let everyone know just how special she really is. Between now and May 9, guests can submit their story in 250 words or less at [www.ihop.com](http://www.ihop.com) about why they HEART their mom and think she deserves a special meal at IHOP. Five winners will each receive a \$100 IHOP gift card.

"We are happy to give our guests the chance to celebrate moms for all they do with the return of our fun and creative "I HEART Mom" contest," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "With a wide variety of craveable breakfast, lunch and dinner items available any time of day, IHOP offers families the chance to connect with mom and give her the attention she deserves with great food and great service."

IHOP offers other tasty ways to celebrate this Mother's Day, including its latest limited time offer, new Pancake Stackers. Now through June 20 at participating IHOPs, treat mom to IHOP's Pancake Stackers: sweet and silky crustless cheesecake layered between two buttermilk pancakes and crowned with a choice of cool strawberries, blueberry or apple cinnamon compote and creamy whipped topping. Or, surprise mom with an IHOP gift card that's perfect any time of day for any of IHOP's breakfast, lunch and dinner items. Now through June 20, purchase a \$25 IHOP gift card in restaurant and receive a \$5 coupon for a future visit at participating restaurants. The \$5 coupons are valid at participating restaurants and must be redeemed by July 11, 2010. With all of these delicious choices, there is always a great opportunity to connect with mom at IHOP.

Complete IHOP "I HEART Mom" contest rules can be found at [www.ihop.com](http://www.ihop.com). Entries can be submitted online beginning 12:01 a.m. PT April 26, 2010. The Contest ends at 11:59 p.m. PT on May 9, 2010. Entries will be judged on three factors: entertainment, originality and emotional impact. Winners will be notified by phone, postal mail and/or email on or about May 22, 2010.

To find an IHOP restaurant near you, please visit [www.ihop.com](http://www.ihop.com). Follow IHOP on Facebook at [www.facebook.com/ihop](http://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).

(1) Source: U.S. Census

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SOURCE: IHOP