



IHOP Layers on the Cheesecake With New Pancake Stackers

April 26, 2010

Load Up on Two of America's Favorite Flavors for a Limited Time Only

GLENDAL, CA, Apr 26, 2010 (MARKETWIRE via COMTEX) --There is nothing short about this stack! Don't miss out on the new scrumptious five-layer Pancake Stackers from IHOP, one of America's favorite restaurants for breakfast, lunch and dinner. IHOP's newest creation features sweet and silky crustless cheesecake layered between two world-famous IHOP buttermilk pancakes, crowned with a choice of cool strawberries, blueberry or cinnamon apple compote and crowned with creamy whipped topping. This craveable offering is available at participating IHOP restaurants around the country from now through June 20.

"With our latest promotion, IHOP took the value we're known for and topped it with one of America's favorite flavors -- cheesecake," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "We're pleased to offer guests a delicious new way to stack up the fun this spring as they celebrate moms, dads, grads, or just a simple escape from their every day."

IHOP's Pancake Stackers are served a la carte or with the guest's choice of combo, including eggs any style, hash browns and choice of crisp bacon, pork sausage links and ham. Pricing may vary by location.

\$5 Gift Card Coupon Returns IHOP also announced that its popular \$5 gift card coupon is returning with the launch of new Pancake Stackers. Now through June 20, guests who purchase a \$25 IHOP gift card will receive a \$5 coupon for a future visit at participating locations. The coupon is valid until July 11, 2010. IHOP gift cards are the perfect gift for Mother's Day and may be purchased at any IHOP location.

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).

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1233992

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