



## Make Your "Father's Day" the Best One Ever With IHOP's "I HEART Dad" Contest

June 1, 2010

### Enter IHOP's Dad Appreciation Contest and Reward Dad for All He Does

GLENDALE, CA, Jun 01, 2010 (MARKETWIRE via COMTEX) --It's time to help dads across the nation cash in on those past Father's Days spent slaving over a hot grill in the summer heat by treating them to a delicious meal at IHOP. IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is giving guests the opportunity to turn their fatherly love into delicious menu items for the whole family to enjoy. Between now and June 20, guests can submit their creative heartfelt story in 250 words or less at [www.ihop.com](http://www.ihop.com) about why they HEART their dad and think he deserves a delicious meal at IHOP. Five winners will each receive a \$100 IHOP gift card.

"IHOP knows that Father's Day is a special time not only for dads, but for the entire family, and that's why we offer each member of the family their favorite craveable meal to celebrate dad in style," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "Whether it's a juicy T-bone steak for dad, or a Create-A-Face Pancake for the kids, IHOP has all the family's favorite meals in one place."

IHOP offers a wide variety of delicious breakfast, lunch and dinner menu items to help celebrate dad this Father's Day. Treat dad to some hearty IHOP favorites including the Thick-cut Bone-in Ham & Eggs, the delicious Bacon & Egg Cheeseburger, or one of IHOP's many lighter-fare options including the Tuscan Chicken Griller or Spinach and Mushroom Omelet.

Surprise dad with an IHOP gift card that's perfect any time of day. 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 dad at IHOP.

Complete IHOP "I HEART Dad" contest rules can be found at [www.ihop.com](http://www.ihop.com). Entries can be submitted online beginning 12:01 a.m. PT June 1, 2010. The contest ends at 11:59 p.m. PT on June 20, 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 June 30, 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 52 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 March 31, 2010, there were 1,461 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