



"Despicable" Minions Invade IHOP This Summer

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Minions Steal a Spot on the IHOP Menu With the Release of Universal Pictures and Illumination Entertainment's "Despicable Me"

GLENDALE, CA, Jun 21, 2010 (MARKETWIRE via COMTEX) --IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has been overrun by mischievous minions who have stolen a spot on the IHOP menu. In partnership with Universal Pictures and Illumination Entertainment's inaugural 3-D CGI feature, "Despicable Me," IHOP has unveiled its new Minion Madness limited time promotion. From now through August 29, guests are invited to take part in the Minion Madness by ordering the craveable, new minion-inspired menu items available at participating IHOP locations.

"IHOP's partnership with Universal Pictures and Illumination Entertainment's 'Despicable Me' provides the unique opportunity to extend family fun and bring the film to life beyond the big screen," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "IHOP has always been a destination for families to connect and spend time together, whether it's a movie night or a school night. Our new Minion Madness promotion takes that fun to a new level with one of a kind, film-inspired dishes that can only be found at IHOP."

"Despicable Me," in theatres July 9, follows Gru (voiced by Steve Carell), as he plans the biggest heist in the history of the world: to steal the moon (Yes, the moon!). Surrounded by a small army of mischievous little minions and armed with his arsenal of shrink rays, freeze rays, and battle-ready vehicles, Gru vanquishes all who stand in his way. Until the day he encounters the immense will of three little girls who look at him and see something that no one else has: a potential Dad. www.despicable.me

"The IHOP team was committed early on to bringing to life the 'Despicable Me' characters and experience in a truly creative and immersive way," said President of Universal Pictures Partnerships & Licensing Stephanie Sperber. "Through this partnership, Universal and Illumination can harness IHOP's built in audience to reach family friendly diners and moviegoers who are ready to experience Minion Madness from the dining destination to the theatre."

Minion Madness is taking over IHOP restaurants this summer as minions hang from restaurant ceilings, peek out from server aprons and steal the spotlight on IHOP's limited time menu. The new lineup of delicious items inspired by the mischievous members of Gru's minion army includes:

- Loaded Minion Taters can satisfy even the hungriest of minions with crispy Tater Tot(R) potatoes loaded with cheese sauce, bacon, tomatoes, jalapenos, shredded Jack and Cheddar cheeses and sour cream. Served with two eggs any style and two buttermilk pancakes.
- CinniMinions are diabolically-delicious, warm dough bites dusted with cinnamon sugar and drizzled with cream cheese icing. Served with your favorite combination, including eggs, hash browns, and your choice of bacon, pork sausage links or a hearty ham slice.
- Minion Berry Pancakes are concocted of two fluffy lemon pancakes topped with triple berry compote and creamy whipped topping. Served with your favorite combination, including eggs, hash browns, and your choice of bacon, pork sausage links or a hearty ham slice.
- A Kids CinniMinionBreakfast consists of two CinniMinion dough bites, one scrambled egg and one slice of bacon for the little minions 12 and under in your family.
- A day of mischief is not complete without an ice-cold glass of Minionade -- a sweet and tangy strawberry lemonade topped with colorful sprinkles. Available in regular and kid sizes.

Minion Madness Continues Online at IHOP.com The promotion is fully digitally integrated and showcases a 'Minionized' IHOP homepage, as well as a dedicated microsite at www.ihop.com/despicableme that is complete with interactive games and downloadable promotion elements. IHOP also offers fans the opportunity to enter the Minion Madness sweepstakes online for a chance to win a grand prize trip for four to Universal Studios Orlando or Los Angeles, as well as other amazing prizes including a Nintendo DS, "Despicable Me" videogame for Nintendo DS and much more.

NMA Entertainment and Marketing helped broker the promotional deal and handled the creative development of the microsite, and will also handle fulfillment of all sweepstakes elements.

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 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).

ABOUT UNIVERSAL PICTURES Universal Pictures is a division of Universal Studios (www.universalstudios.com). Universal Studios is part of NBC Universal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBC Universal is 80% owned by General Electric, with 20% controlled by Vivendi.

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