



IHOP and Pepsi Make Cents for Children's Miracle Network

August 19, 2010

GLENDALE, CA, Aug 19, 2010 (MARKETWIRE via COMTEX) --

IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has teamed up with Pepsi to give back to its communities as part of the Pepsi Refresh Project. Now through October 2 at participating IHOP Restaurants, purchase an ice-cold Pepsi beverage and Pepsi will donate \$20,000 to IHOP's national charity partner Children's Miracle Network.

"IHOP takes great pride in giving back to the communities that support our business year round," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "We are proud to partner with the Pepsi Refresh Project to further support Children's Miracle Network and the hundreds of children's hospitals located within our communities."

IHOP supports Children's Miracle Network each year with its National Pancake Day promotion, and over the last five years has raised more than \$5.35 million for Children's Miracle Network and other local charities. Children's Miracle Network hospitals treat millions of children across the country each year, and donations to the organization are used to provide access to healthcare services, research and education.

For more information on the Pepsi Refresh Project, visit www.refresheverything.com.

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 June 30, 2010, there were 1,476 IHOPs in 50 states and the District of Columbia, 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 CHILDREN'S MIRACLE NETWORK Children's Miracle Network is a children's charity that raises funds for more than 170 pediatric hospitals in North America. Donations to Children's Miracle Network create miracles at local hospitals by funding medical care, research and education, which benefits 17 million children each year. To learn more go to www.childrensmiraclenetwork.org.

ABOUT PEPSI REFRESH PROJECT In an effort to support those who generate innovative, optimistic ideas, the Pepsi Refresh Project (www.RefreshEverything.com), will award more than \$20 million in 2010 to move communities forward. Individuals can apply for grants to benefit a variety of projects and site visitors can vote for the best ideas for funding. The Pepsi Refresh Project is an evolution of the Refresh Everything initiative Pepsi launched in 2009, which showed the brand as an optimistic catalyst for idea creation, leading to an ever-refreshing world. Pepsi will fund projects that make a difference in six categories: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods and Education.

Jennifer Pendergrass
IHOP
(818) 637-3603

SOURCE: IHOP