



Media Alert: Free Scary Face Pancakes for Kids October 29 at IHOP

October 25, 2010

No Tricks - Just Treats as Kids 12 and Under Celebrate Halloween a Little Early

GLENDALE, CA, Oct 25, 2010 (MARKETWIRE via COMTEX) --

WHAT:

IHOP restaurants nationwide will celebrate Halloween a little early this year, offering kids 12 and under a free Scary Face Pancake as part of its No Tricks - Just Treats program designed to provide kids with a safe and fun Halloween event. The "design-your-own" Scary Face Pancake includes an oversized signature buttermilk pancake with a whipped topping mouth and strawberry nose, served with two mini OREO(R) cookies and candy corn on the side to allow kids to create their own Halloween hotcake.

WHY: IHOP wants to provide trick or treaters with a safe and fun Halloween celebration that they can enjoy with friends and family.

WHEN: FRIDAY, OCTOBER 29, 2010, 7 a.m. - 10 p.m.

WHERE:

Participating IHOP restaurants nationwide.

ADDITIONAL INFORMATION:

- The Scary Face Pancake is a fun and flavorful play on IHOP's popular Funny Face Pancake.
- The Scary Face Pancake will be offered throughout October and, like all IHOP kids menu items, is under 600 calories. Throughout IHOP's new menu, items under 600 calories are designated with a SIMPLE & FIT icon.
- In a nationwide "Name IHOP's Scary Face Pancake" online contest, which concluded October 20, more than 1,300 entries were received and the winning name is "Count Spatula."

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).

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1399389

SOURCE: IHOP