



The Flavors of Fall Are Harvested at IHOP

November 1, 2010

IHOP Launches Innovative Festival of Flavors for a Limited Time Only

GLENDALE, CA, Nov 01, 2010 (MARKETWIRE via COMTEX) --

IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has captured the distinct feeling of fall in each of the uniquely crafted menu items available during the Festival of Flavors. With three deliciously craveable items to choose from, guests can welcome the changing of the seasons alongside their favorite fall flavors. Guests can take part in IHOP's Festival of Flavors by ordering one of the season's fall menu items including Cinnamon Apple Crepes, Banana Bread French Toast and Pumpkin Praline Pancakes.

"As the season's change, it is natural to crave new and exciting flavors," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "From Banana Bread French Toast to Pumpkin Praline Pancakes, the IHOP Festival of Flavors provides our guests a chance to enjoy unique fall offerings inspired by the sights, smells and tastes of the season and only available at IHOP."

Starting today, guests can choose from the following Festival of Flavors menu items to be served a la carte or together with their favorite bacon, sausage or egg combination, starting at \$4.99 (pricing may vary by location). IHOP's great value is as abundant as piles of leaves on the ground this fall season.

Banana Bread French Toast - Two triangles of rich banana bread grilled French toast-style, topped with sliced fresh bananas, caramel sauce, creamy whipped topping and powdered sugar.

Cinnamon Apple Crepes - A delicate crepe filled with sweet cream filling, crowned with warm cinnamon-spiced apples, cinnamon sugar and creamy whipped topping.

Pumpkin Praline Pancakes - Our seasonal favorite pancakes made with real pumpkin and rich-spices, crowned with sweet caramel sauce, crunchy praline pecans and creamy whipped topping.

For more information on these delicious seasonal offerings 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).

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SOURCE: IHOP