



IHOP to Expand Presence on College Campuses

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First Location a Success; IHOP and ARAMARK to Develop Additional Restaurants

GLENDALE, CA, Nov 08, 2010 (MARKETWIRE via COMTEX) --

IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is expanding its presence on college campuses with ARAMARK, a world leader in providing professional services. The partnership includes a two-year test program to develop five IHOP Express and/or IHOP U(TM) concept restaurants on college campuses throughout the United States.

Currently, IHOP and ARAMARK have one successful venture together with an IHOP Express location operating at the University of Tennessee at Knoxville. Additionally, the companies are in the final planning stages for a location at Virginia Commonwealth University.

"This is part of our long-term strategy to expand how we make the IHOP brand available to guests," said Jean Birch, IHOP President. "Our current partnership with ARAMARK has demonstrated the benefits of making IHOP easily accessible to students and faculty through a presence on a college campus."

"The trend of breakfast all-day and late-night dining is growing on college campuses," said Ann Marie Solomon, ARAMARK vice president of national brand partnerships. "We are excited IHOP recognizes the unique business opportunity to expand its market presence in the campus dining arena."

The decision to expand through non-traditional campus locations is part of a larger brand strategy to make IHOP accessible to guests that are not currently patronizing IHOP or are visiting infrequently. Along with non-traditional locations, the company has strategically embarked on a licensing program that allows select business partners to use the IHOP name in key product categories. The primary expansion vehicle for IHOP continues to be traditional restaurant locations, with franchisees slated to open between 60 and 70 restaurants in 2010.

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 ARAMARK ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. The company is recognized as one of the "World's Most Ethical Companies" by the Ethisphere Institute, as the industry leader in FORTUNE magazine's "World's Most Admired Companies," and as one of America's Largest Private Companies by both FORTUNE and Forbes magazines. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 255,000 employees serving clients in 22 countries. Learn more at www.twitter.com/ARAMARKnews.

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 September 30, 2010, there were 1,483 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).

SOURCE: IHOP