



IHOP Gives Back This Holiday Season, Offering a Coupon With Each \$25 Gift Card Purchase

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With IHOP's Promotion, Those That Give Also Receive

GLENDALE, CA, Nov 23, 2010 (MARKETWIRE via COMTEX) --

IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is giving thanks for its guests by offering a \$5 coupon for a future visit with any purchase of a \$25 gift card in-restaurant.* All \$25 gift cards purchased in-restaurant through January 2nd will receive the \$5 coupon, valid at participating locations.

"In this challenging economy, gift cards are appreciated more than ever by recipients," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "They can choose their favorite meal, and with our \$5 bounce back coupon, the guest who purchases the card gets something in return, too."

Nationwide, IHOP restaurants will be open Thanksgiving. For guests looking for lighter fare to balance out their holiday festivities, IHOP's new menu features more than 30 SIMPLE & FIT under 600 calorie selections, as well as a number of tips on how to enjoy lower calorie versions of IHOP classics.

The \$5 coupons are accepted at participating restaurants and must be redeemed by January 31, 2011.

To find a restaurant near you and to check hours for fueling up before and after Black Friday shopping, visit www.ihop.com. Follow IHOP on Facebook at www.facebook.com/ihop.

*At participating restaurants only.

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