



IHOP'S Free Pancake Giveaway Returns March 1, 2011

December 17, 2010

Goal Is to Raise \$2.3 Million for Charity With Annual National Pancake Day Celebration

GLENDALE, CA, Dec 17, 2010 (MARKETWIRE via COMTEX) --

IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has announced plans to serve free pancakes as part of the company's philanthropic National Pancake Day on Tuesday, March 1, 2011. Planned as a celebration of friends, family and community, IHOP hopes the program in 2011 will raise \$2.3 million for Children's Miracle Network Hospitals, a charity that raises funds for 170 children's hospitals, as well as other worthy local causes.

More than 1,500 IHOP restaurants throughout the United States will invite guests to enjoy a free short stack of IHOP's signature buttermilk pancakes from 7 a.m. to 10 p.m. as part of the sixth annual National Pancake Day. Guests are invited to donate what they would have paid for the free pancakes, or more, to Children's Miracle Network Hospitals or other worthy causes.

"IHOP's National Pancake Day has become a highly anticipated annual event in communities throughout the United States, and provides our guests a fun opportunity to support the efforts of Children's Miracle Network Hospitals and other local charities," said Jean Birch, IHOP's president. "Last year, we surpassed our goal of raising \$5 million in our first five years, and this year we are raising the bar again with our most ambitious fundraising goal to date."

Additionally, Children's Miracle Network Hospitals "Miracle Balloons" will be sold for \$1 and \$5 each and will be personalized and displayed at participating IHOP restaurants from February 1 through March 1, 2011. Miracle Balloons offer guests an additional way to show their support of Children's Miracle Network Hospitals and contribute to the IHOP National Pancake Day fundraising effort.

Since the inception of its National Pancake Day in 2006, IHOP has raised more than \$5.35 million to support charities in the communities in which it operates. In 2010 alone, IHOP served more than four million free pancakes and raised over \$2.1 million in support of Children's Miracle Network Hospitals and other local charities.

For more information about IHOP's National Pancake Day, or to learn more about Children's Miracle Network Hospitals and make an online donation, visit www.ihoppancakeday.com.

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS

Children's Miracle Network Hospitals(R) raises funds for 170 children's hospitals across North America, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, ensuring that every dollar is helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of our mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

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).

Editors Note: Pancake Day is a tradition that dates back several centuries to when the English prepped for fasting during Lent. Strict rules prohibited the eating of all dairy products during Lent, so pancakes were made to use up the supply of eggs, milk, butter and other dairy products... hence the name Pancake Tuesday, or Shrove Tuesday. In 2011, IHOP's National Pancake Day will come one week early, as the popular annual campaign has evolved into a month-long celebration that takes place during the month of February. It will culminate with the free flapjack giveaway on March 1.

SOURCE: IHOP