



Opposites Attract at IHOP With New Chicken and Waffles Limited Time Offer

March 10, 2011

IHOP Is First to Make Sweet and Savory Chicken and Waffles Combination Available Nationwide

GLENDALE, CA, Mar 10, 2011 (MARKETWIRE via COMTEX) -- Sometimes different things really can make sweet magic together! IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has introduced the irresistible combination of Chicken and Waffles at participating restaurants nationwide. Available for a limited time only, new Chicken and Waffles marries four golden all white meat chicken tenders with four light and crisp Belgian waffle quarters.

"Innovation is at the heart of IHOP's efforts to tempt the taste buds of our guests," said Jean Birch, IHOP President. "Combining sweet and savory tastes is a trend that we know our guests crave, and IHOP is the first to offer the delicious combination of crisp Belgian waffles with juicy chicken tenders to guests in all 50 states."

With a history that dates back several hundred years, Chicken and Waffles provides a breakfast-inspired taste of the south that independent restaurants around the country have served for decades. With the launch of its Chicken and Waffles limited time offer, IHOP is the first to make the dish available to guests all across the nation.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com or 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 December 31, 2010, there were 1,504 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