



IHOP'S National Pancake Day Raises More Than \$2.5 Million for Children's Charities

March 8, 2011

Celebration Turns Free Pancakes Into Miracles for Children's Miracle Network Hospitals and Other Local Causes

GLENDALE, CA, Mar 08, 2011 (MARKETWIRE via COMTEX) -- The results are in! IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, today announced that with its guests' generosity, it exceeded its 2011 National Pancake Day fundraising goal and raised a total of \$2.5 million in donations for Children's Miracle Network Hospitals(R) and other local charities. IHOP began its National Pancake Day celebration in 2006, and since then has raised nearly \$8 million for Children's Miracle Network Hospitals and other local charities.

"We continue to be delighted and inspired by our guests' generosity and the dedication of IHOP franchisees in making this annual event so successful," said Jean Birch, IHOP president. "What started out as a grassroots effort has become a much anticipated national day of celebration and giving, and we couldn't be more proud of the impact National Pancake Day makes on our communities."

On March 1, 2011, guests from around the country celebrated National Pancake Day at IHOP and enjoyed more than four million free buttermilk pancakes. In return for the free pancakes, guests were asked to consider leaving a donation for Children's Miracle Network Hospitals and other designated local charities.

Listed as a top search term on Google and covered by thousands of media outlets around the country, the 2011 National Pancake Day event helped bring much needed attention to the life saving efforts of Children's Miracle Network Hospitals and other charities.

"The generosity of IHOP, its franchisees and its guests on National Pancake Day continues to make a tremendous impact on children throughout the country," said John Lauck, president and CEO, Children's Miracle Network Hospitals. "The awareness and funds raised from this day help our hospitals provide research, training, equipment and treatment for the most vulnerable children in our communities."

For more information about National Pancake Day, to find a local IHOP, or to donate to Children's Miracle Network Hospitals, please visit www.IHOPPancakeDay.com.

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).

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.

SOURCE: IHOP