



IHOP Not Waffling on Its Support of International Waffle Day

March 24, 2011

Join the Sweet Celebration With Fruit-Topped Waffles at IHOP

GLENDALE, CA, Mar 24, 2011 (MARKETWIRE via COMTEX) --

On March 25th IHOP's award-winning buttermilk pancakes share the spotlight in a special way for the "king of crispness," "the golden-brown wonder," the always delicious and never square, IHOP Belgian Waffle. Waffle irons across more than 1,500 IHOPs are primed as IHOP showcases mouth-watering waffle combinations in celebration of International Waffle Day on Friday, March 25th.

With its origin dating back to the Middle Ages, and later being served by street vendors to hungry passersby, delicious waffles have long been a favorite food around the world and perfect for any time of day. IHOP invites guests to join in the fun by customizing their waffle with one of three delicious fruit toppings, including strawberry, blueberry or cinnamon apple compote.

"International Waffle Day is a fun and exciting opportunity to showcase that IHOP can turn a waffle iron with the same expertise we flip pancakes," said Jean Birch, IHOP president. "Whether your tastes tend toward sweet or savory, IHOP provides a variety of waffle combinations that will satisfy any craving."

International Waffle Day first originated in Sweden and coincides with the arrival of spring. Today, waffle lovers can enjoy several delicious ways to celebrate at IHOP:

Fruit-Topped Belgian Waffle Combination

-- Diners who are looking for a traditional approach can enjoy two fluffy waffle quarters crowned with a choice of sweet strawberry, warm blueberry or cinnamon apple compote and creamy whipped topping. To complete the meal, choose from a combination of eggs and golden hash browns served with a choice of ham, bacon or sausage

SIMPLE & FIT Waffle Combination

-- For guests looking to celebrate with under 600 calories, IHOP offers the SIMPLE & FIT Waffle Combination which consists of two light and crisp Belgian waffle triangles capped with sweet strawberry, warm blueberry or cinnamon apple compote and scrambled egg substitute along with two strips of crispy turkey bacon

Chicken & Waffles Combination

-- Available for a limited time, this sweet and savory taste of the south marries four golden all white meat chicken tenders with four light and crisp Belgian waffle quarters.

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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