



IHOP's 'Kids Eat Free' Dinner Promotion Offers Delicious "Double Deductions" This Tax Season

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Two Thirds of American Households Eligible to File in to IHOP to Cut Both Costs and Calories Every Day in April

GLENDALE, CA, Mar 31, 2011 (MARKETWIRE via COMTEX) --

Just in time for tax season, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, announces a fun spin on "double deductions" with the return of its popular 'Kids Eat Free' dinner promotion for the two thirds of American households with kids ages 12 and under(1). Every item on IHOP's "Just for Kids" menu is SIMPLE & FIT and under 600 calories, making this the first time families dining at IHOP can enjoy subtracting both a portion of the tab along with unwanted calories during the hectic tax crunch.

Every day in April from 4 p.m. to 10 p.m. at participating locations, kids 12 and under can enjoy one free meal with the purchase of each adult entree. Kids can choose from one of 14 menu items that are all kid-pleasers, including Cheeseburgers, Macaroni & Cheese, Create-A-Face Pancake, Crispy Chicken Strips and Grilled Cheese. Served with fresh fruit, each mouth-watering meal delivers on the flavors kids like most while keeping to under 600 calories to help fit nutrition goals.

"IHOP's 'Kids Eat Free' dinner promotion offers families some timely relief during tax season," said Jean Birch, IHOP president. "IHOP offers a win-win for parents with convenient value matched with lower calorie choices that kids love."

Available for a limited time at participating locations, IHOP's 'Kids Eat Free' dinner promotion runs every day April 1 through April 30 from 4 p.m. to 10 p.m. The offer is valid with the purchase of one adult entree and includes one free meal for kids 12 and under on IHOP's "Just for Kids" menu items (drinks are not included unless otherwise specified on the "Just for Kids" menu). The offer is available dine-in only and is not valid with any other discounts, coupons or specials.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com. 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).

(1)U.S. Census Bureau, Current Population Survey, 2010 Annual Social and Economic Supplement

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