



## They're Back! Due to Guest Demand, IHOP's Funnel Cakes Return for a Limited Time Only

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GLENDALE, CA, Jun 27, 2011 (MARKETWIRE via COMTEX) --

IHOP(R) makes the start of summer official with the return of its famous funnel cakes! IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, sweetens the season with new Summertime Favorites, a delicious lineup of fruit-topped funnel cakes, crispy golden waffles and sweet cream cheese-filled crepes. Available for a limited time, each mouth-watering bite inspires memories of summertime indulgences and provides tasty new reasons for loving the fun flavor combinations unique to the season.

"Funnel cakes have long been a staple of summer fun, and IHOP's proud to bring back the delicious treat," said Jean Birch, IHOP President. "A good meal really does make your whole day, and IHOP's new lineup of fruit-topped waffles, funnel cakes and crepes gives guests another sweet reason to come visit IHOP this summer."

Summertime Favorites are served a la carte or as part of a combination along with two eggs, golden hash browns and a choice of crisp bacon, savory pork sausage or hearty ham.

- Fruit-topped Funnel Cakes: Two warm, delicious funnel cakes with creamy whipped topping, powdered sugar and choice of fruit topping: cool strawberry, warm blueberry or cinnamon-apple.
- Strawberry Banana Waffle: Two waffle triangles topped with strawberries in glaze, sliced fresh banana and creamy whipped topping.
- Summer Berry Crepe: A delicate egg batter crepe with sweet cream cheese filling and crowned with a trio of berries, powdered sugar and creamy whipped topping.
- SIMPLE & FIT Strawberry Banana WaffleCombo: With only 380 calories, it features two waffle triangles topped with strawberries in glaze and sliced fresh banana served with scrambled egg substitute and two strips of turkey bacon.

For more information or to find an IHOP restaurant near you, please visit [www.ihop.com](http://www.ihop.com). Follow IHOP on Facebook at [www.facebook.com/ihop](http://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. As of March 31, 2011, there were 1,513 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico and the U.S. Virgin Islands. Under the licensed name IHOP at HOME(TM) consumers can also enjoy a line of premium breakfast products available at a leading nationwide retailer. 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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