



IHOP Partners With Kids LiveWell as an Inaugural Leader to Provide Healthful Menu Options for Families

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IHOP to Celebrate Launch of Kids LiveWell With "Kids Eat Free" Promotion in August

GLENDALE, CA, Jul 13, 2011 (MARKETWIRE via COMTEX) --

IHOP(R), one of America's favorite restaurants for breakfast, lunch and dinner, today announced it has joined Kids LiveWell as an inaugural leader in the restaurant industry's efforts to provide more healthful menu choices for children and families. Kids LiveWell is a new, nationwide initiative created by the National Restaurant Association in collaboration with HealthyDiningFinder.com to provide parents and children with a growing selection of healthful menu options when dining out.

Kids LiveWell is the first-of-its-kind initiative by the restaurant industry to demonstrate its commitment to offering healthful menu items for children, with a focus on increasing consumption of fruits and vegetables, lean protein, whole grains and low-fat dairy and limiting unhealthy fats, added sugars and sodium. IHOP has taken a number of steps over the last several years to provide options that meet its guests' nutritional needs, including being one of the first national chain restaurants to make fresh fruit the default side dish for kids meals, and last year's rollout of the SIMPLE & FIT menu that includes all kids meals under 600 calories.

"Providing our guests with delicious choices to meet their dining needs is at the heart of the IHOP experience," said Jean Birch, IHOP President. "We are proud to be an inaugural leader of the Kids LiveWell effort and to further demonstrate IHOP's commitment to serving quality, craveable, made-to-order menu options that make choosing healthful items easier when dining out."

In celebration of the partnership, IHOP also announced that its popular "Kids Eat Free" promotion will return to restaurants nationwide beginning August 1. Every day in August from 4 p.m. to 10 p.m. at participating locations, families with kids under 12 can receive one free kids meal from the "Just for Kids" menu with the purchase of each adult entree.

Every item on IHOP's "Just for Kids" menu is SIMPLE & FIT and under 600 calories. Families can choose from four options on IHOP's kids menu that meet the guidelines required to be included in the Kids LiveWell program. Those items include:

Just for Kids Baby Cakes with a Jr. Fresh Fruit Dish: Scrambled egg substitute served with one turkey bacon strip and five silver dollar buttermilk pancakes and paired with a refreshing dish of seasonal fruit. Just for Kids Jr. Scrambled Egg & Pancakes with a Jr. Fresh Fruit Dish: Scrambled egg substitute served with one buttermilk pancake and paired with a refreshing dish of seasonal fruit. Just for Kids Jr. Fish: Tilapia lightly seasoned, grilled to perfection and served with broccoli. Just for Kids Jr. Fresh Fruit Dish: A refreshing dish of seasonal fruit.

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 53 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.(R) (NYSE: DIN).

SOURCE: IHOP