



IHOP Celebrates Superhero Parents This Back-to-School Season With Special Kids Eat Free Offers

August 1, 2011

IHOP Spotlights Everyday Family Adventures and the Release of "Spy Kids: All the Time in the World in 4D"

GLENDALE, CA, Aug 01, 2011 (MARKETWIRE via COMTEX) --

Parents are the ultimate superheroes when it comes to getting kids prepared for the start of the school year! This month IHOP(R), one of America's favorite restaurants for breakfast, lunch and dinner, is giving parents a break with the return of its popular Kids Eat Free promotion. Every day in August, kids eat free from 4 p.m. to 10 p.m. at participating IHOPs and receive a special "Spy Kids" activity book with money-saving coupons for back-to-school purchases.

"Parents have a lot on their plate, especially during the back-to-school season," said Jean Birch, IHOP President. "IHOP's Kids Eat Free promotion and our new 'Spy Kids' activity books with coupons provide parents support for tackling everyday challenges like what to do about dinner and how to manage the family budget."

Beginning August 1st and running through August 31st, every day from 4 p.m. to 10 p.m. children 12 and under can order any item off the "Just for Kids" menu for free with every purchase of an adult entree. Every item on the IHOP kids menu -- from the signature Rooty Jr(R) to the crispy chicken strips -- are SIMPLE & FIT selections under 600 calories, and lunch and dinner items are served with fresh fruit.

Adding to the fun, children will receive an exclusive "Spy Kids" themed activity book packed with adventures for the whole family, as well as a special section filled with valuable back-to-school coupons, including special offers from retailers of name-brand shoes and clothing.

Families also have a chance to win their own action-packed adventure with the launch of the IHOP "Spy Kids" Sweepstakes. Running from August 1-September 31, enter for a chance to win one grand prize family trip for four to Troublemaker Studio in Austin, Texas for a meet and greet with "Spy Kids" writer and director, Robert Rodriguez. The grand prize winner also receives passes to nearby family attractions, including Schlitterbahn Water Park and the Austin Children's Museum, plus a DVD prize pack and IHOP gift cards. Four first place winners will receive a movie studio swag bag filled with DVDs and other promotional items, as well as IHOP gift cards. To enter for a chance to win and for official rules visit www.ihop.com/Spykids.

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