



Free Scary Face Pancakes Return to IHOP in October

September 27, 2011

A Month-Long 'No Tricks - Just Treats' Celebration Planned With Fun, Frightful, Flavorful and Free Flapjacks

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

IHOP announced today that participating restaurants nationwide will serve up 'no tricks - just treats' this October, featuring a month-long celebration with pumpkin pancakes as well as All-You-Can-Eat Buttermilk pancakes, culminating in a free Scary Face Pancake giveaway for kids 12 and under on Friday, October 28 from 7:00 a.m. to 10:00 p.m. (one per child).

Additionally, parents can sign up all month long on ihop.com for a wake-up call on October 28 from Count Spatula with a friendly and fun reminder about the free Scary Face Pancake giveaway.

"We are celebrating fall traditions in a tasty and playful way," said Natalia Franco, IHOP's senior vice president, marketing. "Our 'no tricks - just treats' October is a seasonal celebration designed to excite the senses with unique additions to our regular menu and thank our guests for their loyal patronage with our free Scary Face Pancake giveaway."

From October 3 through October 31, IHOP's Pumpkin Pancakes, made with real pumpkin and spices and topped with a creamy whipped topping, as well as All-You-Can-Eat Buttermilk Pancakes,* are available a la carte or in a combo, which starts at \$4.99 and begins with fluffy pancakes, eggs any style and golden hash browns. Guests can add pork sausage links, crisp bacon or ham for an extra charge.

In observance of Halloween, IHOP's famous Funny Face Pancake turns scary with "design-your-own" Scary Face Pancake for kids 12 and under. Count Spatula was the winning name chosen from more than 1,000 entries to the "name-the-Scary-Face-Pancake" contest last October. The Count Spatula Scary Face Pancake is an oversized signature buttermilk pancake with a whipped topping mouth and strawberry nose, served with two mini OREO(R) cookies and candy corn on the side to allow kids to create their own Halloween hotcake. It will be offered throughout October and, like all IHOP Kids menu items, is less than 600 calories. On October 28, kids will be treated to a free Count Spatula Scary Face Pancake as an early Halloween treat.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com. Prices may vary by location.

*All-You-Can-Eat Pancakes are served three at a time until guests are satisfied.

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 June 30, 2011, there were 1,522 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).

SOURCE: IHOP