



IHOP Names Franchisees of the Year at Annual Franchise Conference

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IHOP Gathers Franchisees of More Than 1,500 Restaurants to Recognize and Celebrate Successes

GLENDALE, CA, Oct 03, 2011 (MARKETWIRE via COMTEX) --

IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, unveiled Mike Ruben as its U.S. Franchisee of the Year, and Ed Jeske as International Franchisee of the Year at its annual Franchise Conference. The theme for the conference in Marco Island, Florida, was "Reboot. Refresh. Reconnect."

IHOP president Jean Birch led the three-day event which brought together franchisees, vendors and executives to participate and share ideas as well as best practices through break-out sessions. Main stage presentations focused on 2012 marketing initiatives, restaurant operations and sports analyst Herm Edwards motivated the group through his keynote and inspired them to take a fresh look as together the group created a "Plan for Success."

"Our talented group of franchisees keeps us in position as the leader in family dining even in tough times," said Jean Birch, IHOP President. "They create the IHOP experience our guests have come to know and love, and it's also our franchisees who offer the value our diners count on. For those reasons and more, we love to celebrate and honor our franchisees."

The U.S. "Franchisee of the Year" award was presented to 15-year IHOP veteran Mike Ruben, owner and operator of 18 IHOPs throughout Illinois and Indiana. The award is IHOP's most prestigious honor and recognized Ruben for his continued operational excellence, offering of expertise and experience to others, and leadership both within the business as well as in his community. For the first time, an International Franchisee of the Year was recognized and was awarded to Ed Jeske, a 36-year IHOP veteran who owns and operates 13 IHOPs throughout British Columbia, Canada.

"Franchise Business Consultant of the Year" was awarded to Hal Stamm who recently celebrated his nine year anniversary with IHOP. This is IHOP's highest honor for field team members and recognizes outstanding ability in franchisee support, quality of operations, teamwork and the ability to impact and influence. Stamm supports franchisees in Arizona and New Mexico.

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 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