



DineEquity Names Vice President, Government Affairs

October 20, 2011

Daniel Colegrove, Former Kraft Executive, Appointed to New Role

GLENDALE, CA, Oct 20, 2011 (MARKETWIRE via COMTEX) --DineEquity, Inc. (NYSE: DIN), parent company of Applebee's Neighborhood Grill & Bar and IHOP Restaurants, today announced the appointment of Daniel Colegrove to the new position of vice president, government affairs. He joins the company effective immediately and is based in Washington, D.C.

Colegrove will lead strategic policy and issue efforts for DineEquity and its franchisees on Capitol Hill and in key statehouses and municipalities across the country. Colegrove will report to Tod J. MacKenzie, DineEquity's senior vice president, communications and public affairs.

"Dan is a versatile strategist with a proven ability to influence policies and issues at the federal, state and local levels," said Julia Stewart, DineEquity's chairman and CEO. "His expertise will be invaluable in advancing the positions and interests of both our company and our franchisees among our elected officials, regulators and industry partners."

Colegrove joins DineEquity with more than 25 years in a variety of government and public policy roles. He spent the last 14 years at Philip Morris, Altria Group and, most recently, Kraft Foods where he oversaw state government affairs for the entire country for the \$50 billion company. Prior experience also includes the Grocery Manufacturers of America (GMA) trade association, and serving as a chief legislative aide in the California Assembly. He is a graduate of San Francisco State University, where he earned a B.A.

ABOUT DINEEQUITY, INC. Based in Glendale, California, DineEquity, Inc., through its subsidiaries, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar and IHOP brands. With more than 3,500 restaurants combined, DineEquity is one of the largest full-service restaurant companies in the world. For more information on DineEquity, visit the company's website located at www.dineequity.com.

SOURCE: DineEquity, Inc.