



Fundraising Goes Up, Up & Away for National Pancake Day

January 25, 2012

IHOP Offers Online Giving Option and Bounce-Back Incentive With Charity "Balloon" Sales Benefitting Children's Miracle Network Hospitals

GLENDALE, CA, Jan 25, 2012 (MARKETWIRE via COMTEX) --IHOP(R) is on a mission to raise \$2.7 million for Children's Miracle Network Hospitals and other local charities with its National Pancake Day celebration, set for Tuesday, February 28, and they are making it easier than ever for their guests to participate with an online giving option and a month-long bounce-back balloon sales offer.

The annual National Pancake Day fundraiser invites guests to enjoy a free short stack of IHOP's famous buttermilk pancakes from 7 a.m. to 10 p.m. with the hope that they consider making a voluntary contribution to support the Children's Miracle Network Hospital in their area. Last year, the event raised more than \$2.5 million, and since the first National Pancake Day, the program has raised nearly \$8 million.

Raising the fundraising goal to an all-time high this year, IHOP is counting on donations from guests who cannot visit an IHOP on National Pancake Day, and offering them a chance to contribute all month long. Guests are invited to visit www.IHOPpancakeday.com at any time to make a donation to Children's Miracle Network Hospitals. In addition, IHOP restaurants nationwide will sell personalized Children's Miracle Network Hospitals paper "Miracle Balloons" that will be displayed during the entire month of February. \$1 and \$5 balloons will be available, with the \$5 balloon offering an incentive coupon of \$5 off on a future visit to participating IHOP locations. Through the sale of its iconic red and yellow Miracle Balloons, Children's Miracle Network Hospitals has created countless miracles at children's hospitals, \$1 at a time.

For more information about National Pancake Day, to find a local IHOP, or to donate to Children's Miracle Network Hospitals, please visit www.IHOPpancakeday.com.

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 September 30, 2011, there were 1,532 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(R) consumers can also enjoy a line of premium breakfast products available at leading retailers. 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).

ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS Children's Miracle Network Hospitals raises funds for 170 children's hospitals across the United States and Canada, which, in turn, use the money where it's needed the most. When a donation is given it stays in the community, helping local kids. Since 1983, Children's Miracle Network Hospitals has raised more than \$4 billion, most of it \$1 at a time. These donations have gone to support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to save and improve the lives of as many children as possible. Learn more at CMNHospitals.org.

NOTE TO EDITORS: Pancake Day is a tradition that dates back several centuries to when the English prepped for fasting during Lent. Strict rules prohibited the eating of all dairy products during Lent, so pancakes were made to use up the supply of eggs, milk, butter and other dairy products... hence the name Pancake Tuesday, or Shrove Tuesday. To allow for a full month of fundraising for Children's Miracle Network Hospitals, IHOP's National Pancake Day will take place a week after Shrove Tuesday, on Tuesday, February 28.

SOURCE: IHOP