



IHOP's Simple & Fit Menu Delivers More Choice Than Ever

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More Than 30 Under-600 Calorie Options Suit Any Breakfast, Lunch or Dinner Craving

GLENDALE, CA, Jan 13, 2012 (MARKETWIRE via COMTEX) --With the new year inspiring consumers to focus on health and wellness, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has expanded its SIMPLE & FIT selection of more than 30 under-600 calorie options. Available for a limited time only is IHOP's SIMPLE & FIT Spinach & Mushroom Hash Brown Stack. Served with a side of fresh fruit, the new SIMPLE & FIT Spinach & Mushroom Hash Brown Stack features golden hash browns topped with sauteed spinach and mushrooms, melted Provolone cheese, sliced tomato, scrambled egg substitute and fresh green onions.

Other popular SIMPLE & FIT choices include IHOP's Blueberry Harvest Grain 'N Nut(R) Combo, which features two blueberry Harvest Grain 'N Nut pancakes topped with slices of banana and served with scrambled egg substitute, or IHOP's SIMPLE & FIT omelettes, filled with tender vegetables or turkey bacon and cheese, and served with seasonal fresh fruit. Those seeking traditional lunch and dinner options can refuel with IHOP's delicious SIMPLE & FIT Simply Chicken Sandwich or SIMPLE & FIT Grilled Tilapia, topped with sauteed mushrooms, onions, diced tomatoes, balsamic glaze and a lemon wedge and served with steamed broccoli and a house salad with reduced-fat Italian dressing. These and many other under-600 calorie options are available now at IHOP.

"In growing numbers, consumers are seeking healthier dining options, and we are meeting this demand with our ever-expanding selection of SIMPLE & FIT meals," said Natalia Franco, senior vice president, marketing for IHOP. "With our range of entrees, we give our guests the freedom to choose the items that suit their personal needs and preferences."

In addition, every item on IHOP's Just for Kids menu is a SIMPLE & FIT under-600 calorie selection; and all lunch and dinner meals feature fresh fruit as the default side instead of French fries.

To find an IHOP restaurant near you, 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 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(TM) 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).

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SOURCE: IHOP