



IHOP Invites America to Plant Three Million Trees in Celebration of the Release of Universal Pictures and Illumination Entertainment's 3D-CG Feature, *Dr. Seuss' The Lorax*

February 21, 2012

Experience the Magic of *Dr. Seuss' The Lorax* through Free IHOP Seed-Embedded Bookmarks and Special Menu for a Limited Time Only

GLENDALE, Calif., Feb 21, 2012 (BUSINESS WIRE) --IHOP^(R), one of America's favorite restaurants for breakfast, lunch and dinner, is celebrating messages of hope across the country in partnership with Universal Partnerships & Licensing (UP&L) in support of Universal Pictures and Illumination Entertainment's *Dr. Seuss' The Lorax*, which arrives in theaters nationwide on March 2.

In keeping with the animated adventure's theme that one person can make a difference, IHOP is distributing three million limited-edition bookmarks embedded with seed paper that can be planted to flourish across a range of climates and forest conditions. The bookmarks are available for children ages 3 to 12, while supplies last. Adding to the excitement, IHOP is rolling out a movie-inspired, limited time menu for guests of all ages, featuring The Lorax's Breakfast, Pipsqueak's Breakfast, or Mac 'N Cheese & Truffula Trees.

"The Lorax encourages us all to be good stewards to Mother Earth," said Natalia Franco, senior vice president, marketing for IHOP. "Our limited-edition bookmarks give families a fun and easy way to work together to make the environment three million trees stronger. In addition, with help from Education.com, we're excited to offer guests family-friendly tips that inspire a greater appreciation for trees and show how even the smallest acts of kindness and respect toward the environment can make a big difference."

Families can continue their discussions about *Dr. Seuss' The Lorax's* call to action with help from original online content created by the parenting experts at Education.com. Download "10 Easy Ways Your Family Can Be More Friendly to the Environment" and "10 Fascinating Facts About Trees" by visiting www.ihopandthelorax.com.

"Education.com is proud to support IHOP's campaign to give families the tools and inspiration to do more for the environment," said Danielle Wood, Editor-in-Chief from Education.com. "Sometimes it is hard to know where to start the discussion with kids about such a big topic, but IHOP's invitation to plant 3 million trees is a great opportunity for parents and kids to take small steps that can lead to a big impact."

The celebration continues with unique new menu items that extend the movie experience in ways only IHOP can deliver. The Lorax's Breakfast includes an order of Green Eggs and Ham (eggs scrambled with creamed spinach) served with a choice of buttermilk pancakes, Truffula Chip Pancakes (whole wheat pancakes filled with rainbow sprinkles and topped with more sprinkles and creamy strawberry yogurt) or a Rooty Tooty Bar-Ba-Looty Cone Cake (a fluffy pancake with blueberries in a crispy waffle cone, topped with blueberry compote and sprinkled with powdered sugar). For guests ages 12 and under, two new items headline the Lorax-inspired menu: Pipsqueak's Breakfast, a kid-sized version of The Lorax's Breakfast, and an order of Kraft^(R) Mac 'N Cheese & Truffula Trees (broccoli florets). Like all items on IHOP's Just for Kids menu, these meals clock in at under 600 calories.

To find your local IHOP and learn more about how *Dr. Seuss' The Lorax* is coming to life at IHOP, visit www.ihopandthelorax.com.

Spark Alliance Marketing helped IHOP in the development and implementation of the Lorax/IHOP promotion.

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 DR. SEUSS' THE LORAX

From the creators of *Despicable Me* and the imagination of Dr. Seuss comes the much anticipated feature *Dr. Seuss' The Lorax*, a 3D-CG adaptation of the classic tale of a forest guardian who shares the enduring power of hope. The animated adventure follows the journey of a 12-year-old as he searches for a real Truffula Tree, the one thing that will enable him to win the affection of the girl of his dreams. To get it he must find the story of the Lorax, the acerbic yet charming character who fights to protect his world.

Lending their vocal talents to the project are Danny DeVito as the iconic title character of the Lorax and Ed Helms as the enigmatic Once-ler. Also bringing their voices to the adventure are global superstars Zac Efron as Ted, the idealistic youth who searches for the Lorax, and Grammy Award winner Taylor Swift as Audrey, the girl of Ted's dreams. Rounding out the cast are Rob Riggle as the villain O'Hare, Jenny Slate as Ted's protective mother and beloved actress Betty White as Ted's wise Grammy Norma.

Dr. Seuss' The Lorax is the third feature created by Universal Pictures and Illumination Entertainment (*Despicable Me*, *Hop*). www.theloramovie.com



SOURCE: IHOP

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