



Leprechauns Take over the Kitchens at IHOP on St. Patrick's Day

March 15, 2012

IHOP's Green Eggs Featured in "Lucky" Combo Available March 17 Only

GLENDALE, Calif., Mar 15, 2012 (BUSINESS WIRE) --To honor the 250th anniversary of St. Patrick's Day celebrations in the United States, IHOP^(R) invites guests to make the day more festive with a special St. Patrick's Day Green Eggs Combo, available only on Saturday, March 17.

"We will have a bit of leprechaun magic in our kitchens on St. Patrick's Day," said Natalia Franco, senior vice president, marketing for IHOP. "IHOP is famous for putting a unique twist on traditional American breakfast favorites, and on this festive holiday, we invite guests to celebrate Irish folklore with a special combo featuring our savory green eggs."

Available at participating IHOP restaurants nationwide only on March 17, the IHOP St. Patrick's Day Green Eggs Combo includes green eggs (two eggs scrambled with creamed spinach), two of IHOP's famous buttermilk pancakes, and a choice of two bacon strips or two pork sausage links. Prices will vary by location; please contact your local IHOP for details.

To find an IHOP restaurant near you, please visit www.ihop.com. Follow IHOP on Facebook at www.facebook.com/ihop, and join the conversation with IHOP on Twitter at www.twitter.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 December 31, 2011, there were 1,550 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).

Editor's Note: 2012 marks the 250th anniversary of official St. Patrick's Day celebrations in the United States. The New York City St. Patrick's Day Parade, now the largest parade in the world, first marched down lower Broadway in 1762 with a group of Irish ex-patriots and Irish military serving in the British Army. To this day, a military unit has always led the parade, which has remained true to its marching roots by not allowing floats or automobiles.



SOURCE: IHOP

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