



## IHOP Inspires Morning Madness with Breakfast Bracketology

March 28, 2012

### Four Lucky Facebook Fans Will Win IHOP Breakfast for a Year

GLENDALE, Calif., Mar 28, 2012 (BUSINESS WIRE) --IHOP® invites its more than 1.3 million Facebook fans to vote for and rally behind their favorite breakfast items in its annual "Breakfast Bracketology" sweepstakes. Fans are competing for more than bragging rights - four lucky players will win free IHOP breakfast for one year (no purchase necessary). Boosting the morning madness, IHOP invites guests to tune in to its *BreakfastCenter* series of videos on YouTube, which track all the Breakfast Bracketology action.

"Our Facebook fans love to tell us about their favorite IHOP breakfast," said Natalia Franco, senior vice president, marketing for IHOP. "Breakfast Bracketology gives fans a fun, interactive way to show their passion for IHOP breakfast items and an opportunity to be rewarded for their support."

The Breakfast Bracketology tournament began with the "Tasty 32," a collection of favorite IHOP breakfast items. As of today, voters have narrowed down the competitors to the "Eggstanding Eight" - Bacon Temptation Omelette, CINN-A-STACK® Pancakes, Bacon Cheddar Hash Brown Stack, Strawberry Banana Pancakes, Breakfast Sampler, Country Fried Steak & Eggs, Belgian Waffle Combo, and the Rooty Tooty Fresh 'N Fruity®. The "Final Favorites" will be announced on March 29, and the champion will be crowned on April 3.

To bring greater awareness to this year's Breakfast Bracketology tournament, IHOP is also releasing a series of video parodies titled *BreakfastCenter*. The videos feature two mock sportscasters who debate the finer points of the "Breakfast" tournament. The *BreakfastCenter* segments are available at <http://www.youtube.com/IHOP> and at <http://www.facebook.com/IHOP>.

Fans who participate in Breakfast Bracketology have multiple opportunities to win prizes from IHOP. Players earn points for each vote and bonus points for inviting Facebook friends to play. Every point earned counts as an entry into the sweepstakes to win one of four grand prizes consisting of breakfast for a year (defined as 52 \$50 IHOP gift cards).

To play IHOP's Breakfast Bracketology, visit <http://www.facebook.com/IHOP> and click on the Breakfast Bracketology icon; for the rules click on Rules & Scoring.

SocialTyze, a leading marketing and technology company, helped IHOP in the development and implementation of the Breakfast Bracketology application and *BreakfastCenter* videos.

To find an IHOP restaurant near you, please visit <http://www.ihop.com>. Join the conversation with IHOP on Twitter at <http://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®, 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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=50221486&lang=en>

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Wills Communications, Inc.  
Terry Wills/Amanda Kelly  
(310) 546-1212  
[twills@willscom.com](mailto:twills@willscom.com)  
[akelly@willscom.com](mailto:akelly@willscom.com)