



IHOP Celebrates Moms, Dads and Grads, and Those Who Cheer Them on, with Return of Bounceback Coupon

April 30, 2012

For a Limited Time, Guests Receive Free \$5 Coupon with Purchase of \$25 Gift Card

GLENDALE, Calif., Apr 30, 2012 (BUSINESS WIRE) --Just in time for Mother's Day, Father's Day and graduations, IHOP^(R), one of America's favorite restaurants for breakfast, lunch and dinner, is rewarding gift-givers with a free \$5 bounceback coupon* with the purchase of a \$25 gift card. Friends and family can celebrate their loved ones and receive this coupon for use during their next IHOP visit when they buy a \$25 gift card in-restaurant between now and June 18, 2012.*

"IHOP is a popular family dining destination, especially for celebrations, so our gift cards are a favorite at this time of year," said Natalia Franco, senior vice president, marketing for IHOP. "There is no better present than an IHOP gift card for moms, dads and grads - or any loved one - and for a limited time, gift-givers can also treat themselves to a special savings with IHOP's \$5 bounceback coupon."

The \$5 bounceback coupons apply for a future visit and expire on July 31, 2012. 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 on Twitter at www.twitter.com/ihop.

*At participating IHOP restaurants only.

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).

SOURCE: IHOP

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