



A Trio of Signature Pancakes Take Center Stage at IHOP This Summer

July 9, 2012

Breakfast Icon Continues To Re-Define the American Breakfast Experience With Innovative Choices

GLENDAL, Calif.--(BUSINESS WIRE)--Jul. 9, 2012-- IHOP®, known for its world famous buttermilk pancakes for more than 50 years, is showcasing a trio of special pancake creations this summer designed to further inspire the American breakfast experience. Red velvet pancakes, sweet strawberry pancakes, and whole wheat pancakes with banana offer guests a variety of choices, and demonstrate the family-friendly breakfast giant's commitment to continually offering innovative breakfast options all day long.



IHOP's Sweet Strawberry Pancakes (Photo: Business Wire)

"Our guests love pancakes, especially unique ones that they can't make at home," said Natalia Franco, IHOP's senior vice president, marketing. "We are dedicated to continually introducing twists on classic

favorites and innovative new breakfast creations to make sure that IHOP is everything you love about breakfast. We are all about choice."

Signature pancakes are available for a limited time, starting at \$4.99.

- **Red Velvet Pancakes:** Rich chocolaty red velvet pancakes drizzled with cream cheese icing, a dusting of powdered sugar, and crowned with whipped topping.
- **Sweet Strawberry Pancakes:** Our fluffy famous buttermilk pancakes topped with cool strawberries in a glaze, drizzled with cream cheese icing, and crowned with whipped topping.*
- **Whole Wheat Pancakes with Banana:** Lightly sweet, fluffy whole wheat pancakes topped with fresh sliced bananas.**

IHOP's signature summer pancakes are available from July 9 through September 2 at participating IHOP locations. For more information or to find an IHOP restaurant near you, please visit www.ihop.com. Follow IHOP on Facebook at www.facebook.com/ihop.

*Sweet strawberry pancakes are IHOP's #2 selling limited time offer signature pancake.

**Whole Wheat Pancakes with Banana may also be enjoyed as part of IHOP's SIMPLE & FIT under 600 calorie menu options, as are all kids' meals. Menu tips also help guests enjoy favorite IHOP classics while keeping within personal nutritional goals by making a few changes while ordering.

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 March 31, 2012, there were 1,554 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/mmg.cgi?eid=50333561&lang=en>



Source: IHOP

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