



## DineEquity, Inc. Announces Opening of First IHOP Restaurant in the Middle East

August 7, 2012

GLENDALE, Calif.--(BUSINESS WIRE)--Aug. 7, 2012-- DineEquity, Inc. (NYSE: DIN), the parent company of IHOP Restaurants and Applebee's Neighborhood Grill & Bar, today announced the opening of the first IHOP restaurant in the Middle East, an IHOP in The Mall of the Emirates, in the Al Barsha district of Dubai, United Arab Emirates.



The first IHOP restaurant in the Middle East, in the Al Barsha district of Dubai, United Arab Emirates, has a new, enhanced ambience that features the brand's latest international design and is set to accommodate 225 guests. (Photo: Business Wire)

The opening marks the first of a 40-restaurant development agreement between IHOP and M.H. Alshaya Company for restaurants in Kuwait, Saudi Arabia, Jordan, Lebanon, Qatar, the United Arab Emirates, Oman, Bahrain and Egypt. As a leading international retail franchise

business, Alshaya operates over 2,200 stores across 7 divisions: Fashion & Footwear, Health & Beauty, Food Service, Optics, Pharmacy, Office Supplies and Home Furnishings. Alshaya's stores can currently be found in 19 markets across the Middle East and North Africa, Russia, Turkey and Europe and the company employs more than 28,000 people from over 90 nationalities.

"This marks a major milestone in IHOP's international development strategy and we are delighted to make the IHOP experience available to guests in the Middle East," said John Merkin, IHOP VP of Development and International. "In this venture, we are proud to partner with one of the premier franchisees of international brands in the Middle East. Together we plan to expand the IHOP brand to a new continent and provide our signature menu to an entirely new set of guests and their families."

"IHOP has international recognition and appeal and we are delighted to welcome it to the Middle East with this prime location at Dubai's Mall of the Emirates," said Duncan Garrod, President of Alshaya's Food division. "We look forward to expanding IHOP across the region and working in partnership with the brand to introduce a growing number of customers to the great quality and value that IHOP represents."

The restaurant features the brand's latest international designs, will seat 225 guests and will be open 7 days per week. With the popularity of breakfast growing in the region, this newest IHOP menu offers many of the same traditional favorites as U.S. locations, including traditional breakfast pancake/egg/meat combinations, hearty omelets and signature pancakes. All meats at IHOP in Dubai will feature Halal-certified turkey hams, veal sausages and beef bacon.

Dubai's first IHOP has a prime location in the Mall of Emirates, one of the largest shopping malls in the Middle East drawing over 31 million visitors each year. The newest IHOP is adjacent to the world's biggest man made indoor ski slope.

The Dubai opening marks the first IHOP expansion into the Middle East. Other international IHOP restaurants locations include Canada, Guatemala, Mexico, Puerto Rico and the U.S. Virgin Islands.

### About DineEquity, Inc.

Based in Glendale, California, DineEquity, Inc., through its subsidiaries, franchises and operates under the Applebee's Neighborhood Grill & Bar and IHOP brands. With more than 3,500 restaurants combined in 18 countries, over 400 franchisees and approximately 200,000 team members (including franchisee- and company-operated restaurant employees), DineEquity is one of the largest full-service restaurant companies in the world. For more information on DineEquity, visit the Company's Web site located at [www.dineequity.com](http://www.dineequity.com).

### ABOUT IHOP

For 54 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 June 30, 2012, there were 1,557 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).

### ABOUT M.H. ALSHAYA COMPANY

M.H. Alshaya Co. is a leading international franchise operator for over 55 of the world's most recognised retail brands, including Starbucks, H&M, Mothercare, Debenhams, American Eagle Outfitters, Pottery Barn, P.F. Chang's, Office Depot and Boots. The company operates over 2,200 stores across 7 divisions: Fashion & Footwear, Health & Beauty, Food Service, Optics, Pharmacy, Office Supplies and Home Furnishings. Alshaya's stores can currently be found in 19 markets across the Middle East and North Africa, Russia, Turkey and Europe and the company employs more than 28,000 people from over 90 nationalities.

Alshaya has established itself as the industry leader across these territories through a combination of local market understanding and a comprehensive commitment to customer service. Growth in each of its operating divisions and brands is supported by continuous investment in talent and infrastructure. It applies best practices in retail operations, merchandising, marketing, information technology, logistics, real estate, human

resources and financial controls. M.H. Alshaya Co. is the retail business of the Alshaya group of companies, which was founded in Kuwait in 1890 and today represents one of the most dynamic businesses in the Middle East. In addition to its retail operations, Alshaya is active in a number of other sectors including real estate, automotive, hotels, trading and investments. Learn more about the company at [www.alshaya.com](http://www.alshaya.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50369607&lang=en>



Source: IHOP

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