



Start Pouring the Syrup! All You Can Eat Pancakes Are Back at IHOP for a Limited Time, Beginning January 2nd

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GLENDALE, Calif.--(BUSINESS WIRE)--Dec. 27, 2012-- Fans have been hungering for it, and now it's official: IHOP® is bringing back one of its most popular promotions — a “keep them coming ‘til you say when” stack of our famous Buttermilk Pancakes, available as a main dish or alongside one of our delicious combo orders.

From January 2 through January 27, 2013, guests can order one of IHOP's delicious combos featuring eggs any style, crispy hash browns, and a choice of pork sausage links, crisp bacon or ham — all coming with a plate of two delicious signature Buttermilk Pancakes. Guest may also choose to order a stack of five Buttermilk Pancakes as a main course. And when those are gone, guests can get an additional serving of two pancakes...and when **those** are gone...they'll just keep coming and coming for as long as the guest's appetite holds out.

The “All You Can Eat” pancake promotion has always been a fan-favorite, and guests have been eagerly requesting its return on IHOP's social media channels, Facebook and Twitter.

“IHOP's Buttermilk Pancakes is one of our classic offerings that it seems people can never get enough of — but with our ‘All You Can Eat’ promotion, we've solved that problem,” said Natalia Franco, IHOP's senior vice president, marketing. “And what better way to start the New Year than by giving our guests the opportunity to try new ways to enjoy their pancakes: they can decide whether they're better with butter on top or in between – or both – and try any of our delicious syrups. They may just discover a new way to enjoy this all-time favorite!”

As always, guests can also enjoy their favorite items on IHOP's regular menu, which features a variety of “SIMPLE & FIT” items, each under 600 calories.

ABOUT IHOP

For 54 years, IHOP has been a leader and expert in all things breakfast and a leader in family dining. The chain is highly competitive in its menu offering, serving 65 different signature, made-from-scratch breakfast options as well as a range of meals under 600 calories. Beyond offering “everything you love about breakfast,” IHOP has a wide selection of popular lunch and dinner items, as well. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2012, there were 1,565 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, 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).

Source: IHOP

IHOP

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