



FOR IMMEDIATE RELEASE

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'TIS THE SEASON AND IHOP RESTAURANTS ARE CELEBRATING WITH HOLIDAY SIGNATURE PANCAKES, DELICIOUS NEW TURKEY AND GLAZED HAM ENTREES AND A NEW CREPE CAKE DESSERT, BEGINNING NOV. 4

Signature Eggnog and Pumpkin Pancakes are Joined by New White Chocolate Chip Raspberry Pancakes at IHOP Restaurants Decorated in Holiday Style

GLENDALE, CA. – November 4, 2013 -- “It’s the most wonderful time of the year” as the song goes, and there’s no more festive and welcoming place to fill yourself with the holiday spirit—and delicious dishes—than at IHOP® restaurant, which is introducing new and classic holiday dishes beginning Nov 4th.

Two seasonal signature pancakes—classic Pumpkin pancakes and popular holiday favorite Eggnog pancakes—return to the menu, and are joined by a new, delicious signature pancake that will make the holidays even sweeter: White Chocolate Chip Raspberry pancakes.

The holiday offerings are:

- **Eggnog Pancakes**, featuring eggnog cream with cinnamon and nutmeg layered between buttermilk pancakes, crowned with a sprinkle of cinnamon sugar, butter rum flavored sauce and whipped topping.
- **Pumpkin Pancakes**, one of IHOP restaurant’s most popular seasonal signature pancakes, are made with real pumpkin and spices and crowned with whipped topping.
- **Raspberry White Chocolate Chip Pancakes**, which feature buttermilk pancakes filled with sweet white chocolate chips, crowned with raspberry topping, cream cheese icing and whipped topping.

For those guests craving traditional holiday meals, for the first time IHOP restaurants are adding two classics of the season:

- **Classic Roasted Turkey Dinner**, featuring sliced roasted turkey breast on a bed of stuffing, topped with warm turkey gravy and served with mashed potatoes, broccoli and a side of lingonberry jam.
- **Classic Ham Dinner**, featuring hickory smoked ham glazed with sweet caramel sauce. Served with mashed potatoes and broccoli.

And as a special holiday treat, IHOP restaurants are introducing a new signature dessert: a delicious **Crepe Cake**, a confection created with 8 of our signature crepes filled with 7 layers of sweet cream cheese filling, served with glazed strawberries and topped with powdered sugar and creamy vanilla sauce.

Guests will also find that any IHOP restaurant they visit, whether travelling to visit family and friends or stopping off in between holiday preparations and shopping, will be fully decorated for the holidays, with custom IHOP ornaments and wrapping paper turning each restaurant into a holiday wonderland.

“The holiday season is all about friends, family, celebration and of course, great food, and what better place than IHOP to bring together all these elements that make this season so special,” said Natalia Franco, Senior Vice President, Marketing, International House of Pancakes, LLC. “From eggnog to turkey, we’ve found a way to bring all the traditional flavors and foods of the holidays to our guests, in delicious entrees which they can enjoy in a festive atmosphere. Happy holidays to all our guests!”

These holiday favorites will be available through January 1, 2014.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 55 years, International House of Pancakes, LLC 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- to-order breakfast options as well as a range of meals under 600 calories. Beyond offering “everything you love about breakfast, SM” IHOP® restaurants have a wide selection of popular lunch and dinner items, as well. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September, 2013, there were 1,602 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, Kuwait, the Philippines 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). For more information or to find an IHOP restaurant near you, please visit www.IHOP.com. Follow IHOP on [Facebook](#) and [Twitter](#).