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**“ALL YOU CAN EAT PANCAKES” RETURNS TO IHOP RESTAURANTS  
FOR A LIMITED TIME, BEGINNING JANUARY 2**

**Favorite Annual Tradition Allows Guests to Try Different Syrups and Flavor  
Combinations as the Classic Buttermilk Pancakes Keep on Coming!**

**GLENDAL, CA. – January 2, 2014** -- It's a brand new year, and what better way to celebrate it than to treat yourself to classic Buttermilk pancakes — as many of them as you can eat! Starting January 2, 2014, you'll want to head to your local IHOP® restaurant because “All You Can Eat Pancakes,” a perennial favorite among guests, is back for a limited time. One of IHOP restaurant's most popular promotions, this “keep them coming ‘til you say when” stack of our famous Buttermilk Pancakes is available as a main dish or alongside one of our delicious combo orders.

From January 2 through February 9, 2014, guests can order one of IHOP restaurant's delicious combos featuring eggs any style, crispy hash browns, and a choice of pork sausage links, crisp bacon or ham — all with a plate of two delicious signature Buttermilk Pancakes, or they can order a stack of five Buttermilk pancakes as a main course. Either way, when those pancakes are gone, guests can get an additional serving of two pancakes. And when *those* are gone...they'll keep on coming as long as the guest can keep eating them!

“There are so many ways to enjoy our classic Buttermilk pancakes,” said Natalia Franco, senior vice-president, marketing, International House of Pancakes, LLC. “Now you can have your pancakes the way you always do...and still be able to try a new way of adding butter or discovering a different syrup. Or you can experiment with any combination of our famous syrups to create your own flavor. We know people love our pancakes, and as long as you can keep eating them, we'll keep serving them!”

As always, guests can also enjoy their favorite items on the regular IHOP menu, featuring a variety of SIMPLE & FIT items, each under 600 calories.

**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”<sup>®</sup> IHOP<sup>®</sup> 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<sup>®</sup> 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](http://www.IHOP.com). Follow IHOP on [Facebook](#) and [Twitter](#).

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