



CONTACT: Craig Hoffman  
IHOP  
(818) 637-3603

Terry Wills  
Wills Communications  
(310) 376-6600

**SWEET! IHOP® RESTAURANTS INTRODUCE NEW SWEET CREAM CHEESE CREPES ON FEB. 10, JUST IN TIME FOR VALENTINE'S DAY!**

**Prepare to Fall in Love With Our Newest Delicious Delight, Crepes Filled with Sweet Cream Cheese and Topped with Three Varieties of Fruit**

**GLENDALE, CA. – February 10, 2014** -- February is a month that celebrates love, so what better time for IHOP® Restaurants – famous for bringing guests “Everything You Love About Breakfast<sup>SM</sup>” – to introduce their newest innovation, Sweet Cream Cheese Crepes.

These latest culinary creations take the IHOP Restaurant classic to the sweet side, offering our three delicate crepes filled with perfectly sweetened cream cheese and topped with three varieties of luscious fruit: juicy whole blackberries, ripe red raspberries, and succulent peaches, to create a truly delicious dish that is perfect any time of day.

“Guests have told us consistently how much they love all our varieties of crepes, and that inspired us to take them to the sweet side,” said Natalia Franco, Senior Vice President, Marketing, International House of Pancakes, LLC. “And the combination of our sweet cream cheese filling with these wonderful fruit toppings is guaranteed to win over a whole new group of fans who have yet to discover just why our crepes have joined our world famous pancakes as a signature IHOP menu item.”

“We’re especially excited to bring these sweet treats to our guests in time for Valentine’s Day, as they’re sure to fall in love with them,” Franco added. “But enjoy this love affair while you can. Come April 6<sup>th</sup>, they will be just a sweet memory!”

Sweet Cream Cheese crepes will be available beginning February 10, 2014 through April 6.

**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>SM</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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