



FOR IMMEDIATE RELEASE

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**IHOP® RESTAURANTS TO OFFER FREE PANCAKES IN CELEBRATION OF
NATIONAL PANCAKE DAY, MARCH 3, 2015**
**IHOP Restaurant Tradition Returns for Second Year to Raise Funds Locally for Children's
Miracle Network**

GLENDALE, CA – In celebration of National Pancake Day on March 3, participating IHOP® restaurants will once again offer guests a free short stack of their famous buttermilk pancakes, in the hopes that they will pay it forward with a voluntary donation to the Children's Miracle Network member hospital in their community.

A majority of IHOP restaurants in Canada will participate in this second annual fundraiser from 7 a.m. – 10 p.m. on Tuesday, March 3. In addition, participating IHOP restaurants will be selling Miracle Balloons February 1- March 3, which guests can inscribe; each balloon will be displayed in the restaurant where it was purchased. Miracle Balloons will be available for \$1 or \$5, and the \$5 balloons will come with a coupon good for \$5 off on the guests' next visit. All of the donations raised stay within the communities from which they came, helping provide more immediate lifesaving treatment and equipment for local sick and injured children.

"Our franchisees, their team members and everyone at IHOP are looking forward to celebrating our second National Pancake Day in Canada," said Daniel Del Olmo, President, International, DineEquity, Inc., the parent company of IHOP and Applebee's®. "It is a perfect expression of the commitment we and our franchisees have to giving back to our local communities. During our first National Pancake Day, thanks to the generosity of our guests, we were able to raise \$35,000 to help sick and injured children and, with the promotion's fast growing support in Canada, we are hoping to easily surpass that total this year."

National Pancake Day began as a tradition in the United States ten years ago, and has raised \$16 million in the past nine years. Last year, IHOP restaurants in Canada and Mexico joined in this fundraiser and this year, IHOP restaurants in the Philippines will join in as well.

For more information on National Pancake Day or to learn more about Children's Miracle Network and make a donation, please visit www.ihoppancakeday.com.

ABOUT CHILDREN'S MIRACLE NETWORK

Children's Miracle Network® raises funds and awareness for 170 member hospitals, 14 of which are in Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and research. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at <http://www.childrensmiraclenetwork.ca> and <http://www.facebook.com/CMNHospitals>.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 56 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, ®" 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 30, 2014, there were 1,664 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 Kingdom of Saudi Arabia, Bahrain, 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](#).