



NEWS RELEASE
For Immediate Release

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IHOP Celebrates With Free Pancakes Feb. 24

-- Annual Event Raises Money for St. Luke's Children's Hospital--

BOISE – A free stack of pancakes is yours for the asking at any IHOP restaurant on from 7 a.m. to 10 p.m., Tuesday Feb. 24.

The free fluffy buttermilk pancakes is a way for IHOP to celebrate its Third National Pancake Day. There's no charge for the pancakes, but for every short stack (three pancakes) guests are invited to make a donation to St. Luke's Children's Hospital

In 2008, local IHOPS raised \$2,700 for St. Luke's. Nationwide, IHOP gave away more than 1.5 million pancakes and raised more than \$875,000 for children's hospitals affiliated with the Children's Miracle Network.

This year the company is hoping to top \$1 million in donations from the event.

The origins of Pancake Day go back to England where it has been celebrated for centuries.

The English have 'flipped' for pancakes in celebration of Shrove Tuesday, which heralds the beginning of fasting during Lent. Long ago, strict rules prohibited the eating of all dairy products during Lent, so pancakes were made to use up the supply of eggs, milk, butter, and other dairy products.

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

About St. Luke's Children's Hospital

St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit its Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multi-state region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases. For more information visit www.stlukesonline.com

About Children's Miracle Network

Children's Miracle Network is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children's hospitals. Each year the 170 Children's Miracle Network hospitals provide the finest medical care, life-saving research and preventative education to help millions of kids overcome diseases and injuries of every kind. To learn more go to www.childresmiraclenetwork.org

About IHOP

For 50 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. The first IHOP opened in Toluca Lake, Calif. in 1958, and as of September 30, 2008, there were 1,375 IHOPs in 49 states, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based IHOP, a subsidiary of DineEquity Inc. (NYSE: DIN). For more information visit www.ihop.com

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