

**COEUR D'ALENE IHOP RESTAURANT NEWLY REMODELED AND BETTER THAN EVER,
REOPENS MONDAY JULY 1ST!**

**Restaurant Closed Since May Due to Damage from A Car Hitting the Restaurant, Used the
Opportunity to Remodel to IHOP's Newest Restaurant Design**

Coeur d'Alene, ID June 27, 2013-- Coeur D'Alene residents, rejoice! Your local IHOP, closed since May 19th due to damage it sustained from a car accident, will once again be open for business beginning Monday, July 1st at 6 AM.

On the morning of May 19th, a vehicle slammed into the IHOP located at 2301 N. Fourth Street in Coeur d' Alene. While there were no injuries, the building itself sustained substantial damage. Rather than simply repair the damage, franchisee owner and local area resident Jay Jordan decided instead to completely remodel the restaurant to reflect IHOP's latest design, making it one of the most modern IHOP restaurants in the country.

"When the accident happened, in addition to being extremely grateful that no one was hurt, we realized we could take a negative and turn it into a positive by using the opportunity to bringing our loyal guests the very latest IHOP design," said Jordan. "While our guests may not recognize the new interior and exterior, what they will recognize is the same great IHOP food and service they've been enjoying for the past 10 years we've owned this restaurant."

Johns is especially grateful to the local tradesmen and businesses that helped bring about the remodel so quickly, as well as to his entire team of servers and cooks, all 42 of whom will be returning to their jobs.

"Without the skill and dedication of our local Coeur d'Alene contractors and workers, led by Mike Holbart of Old Wave, Inc. we never could have opened this quickly," said Jordan. "And I knew it was especially important to retain my restaurant team members during this period. They are not only members of the community itself, they are the heart and soul of this restaurant and I know that they look forward to being able to serve our guests again as much as I do."

Jordan is particularly looking forward to introducing Coeur d'Alene residents to some of the new IHOP signature pancakes that were introduced during the restaurant's closure.

"Our new Jelly donut, Tiramisu and Banana Graham pancakes have been a big success," he noted. "I'm glad that the people of my community will have the opportunity to enjoy them with the rest of the nation."

While Jordan owns four other IHOPs in the region, Coeur d'Alene holds special significance for him.

"This is our home", he said.

Finally, Jordan is grateful for the timing of the reopening.

"On July 7th, IHOP turns 55," he noted. "And we'll be open to celebrate it!"

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 54 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 March 31, 2013, there were 1,589 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, 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](#).