

IHOP Makes a Splash With New Limited Time Beverage Offer

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GLENDALE, CA -- (MARKET WIRE) -- 04/23/08 -- For 50 years, IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, has topped its famous pancakes with fruit and fun, and now it's adding fizz to the menu with a new line of fruit-flavored beverages. Available any time of day from now through the summer, there's no need to wait to enjoy any of IHOP's six new Splashers, which are the perfect complement to all your favorite IHOP meals.

"IHOP continues its 50-year tradition of providing guests with unique, craveable menu items with our new Splashers," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "Playing on the flavors of lemonade, mango and other fruit and fizzy flavors, we're stirring up fun this summer with our own line of refreshing beverages."

Available only at IHOP from now through the summer months, guests can enjoy their choice of six Splashers at all IHOP locations nationwide. The fruit and cola based beverages include well-loved soda shop favorites as well as new treats:

- Sparkling Cherry Lemonade: A thirst quenching infusion of lemonade, lemon-lime soda and a splash of sweet cherry syrup.
- Tropical Island Twist: A crisp blend of lemonade, lemon-lime soda and tropical mango syrup.
- Splashberry: A refreshing blend of IHOP's juicy, red strawberries, lemon-lime soda and premium not-from-concentrate orange juice.
- Mango Splash: Lemon-lime soda infused with a splash of tropical mango syrup.
- Vanilla Cola: Refreshing cola with a splash of vanilla syrup.
- Cherry Cola: Cola infused with a splash of sweet cherry syrup.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com.

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 March 31, 2008, there were 1,353 IHOPs in 49 states, the U.S. Virgin Islands, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based IHOP, a subsidiary of IHOP Corp. ([NYSE: IHP](#)).

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