

IHOP® Restaurants And Applebee's® Grill & Bar Throughout Canada Remove Soft Drinks From Kids' Menus

GLENDALE, Calif., Aug. 8, 2016 / PRNewswire/ -- DineEquity, Inc. (NYSE:DIN), parent company of IHOP® Restaurants and Applebee's® Grill & Bar, announced that soft drinks will no longer be featured on the kids' menus at restaurants across the nation.

"Our menus at both Applebee's and IHOP throughout Canada offer a wide variety of delicious options designed to meet the needs of our guests, and while the choice is always up to our guests, we hope that removing soft drinks from our kids' menus will make it easier for parents to help their children make the best choices for them," said Daniel del Olmo, President, International, DineEquity, Inc.

Beverage items currently featured on the kids' menus include apple juice, orange-tangerine juice, milk and chocolate milk.

As part of the family-friendly brands' ongoing efforts to remain current and responsive to dietary tastes and trends, both IHOP and Applebee's continually evolve their menus to offer guests of all ages a broad range of choices. In addition to seasonal specialty dishes and fresh, made-to-order classics, IHOP restaurants feature a "SIMPLE & FIT" icon to identify those options which might be lighter in calories and Applebee's menus similarly identify those items which are lighter fare.

There are currently 16 Applebee's Grill & Bar restaurants in Canada and 23 IHOP restaurants, with the newest IHOP location in Westlink Park, Edmonton celebrating its grand opening on August 9.

ABOUT DINEEQUITY, INC.

Based in Glendale, California, DineEquity, Inc. (NYSE: DIN), through its subsidiaries, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar brand and franchises and operates restaurants under the IHOP brand. With more than 3,700 restaurants combined in 19 countries and U.S. territories and over 400 franchisees, DineEquity is one of the largest full-service restaurant companies in the world. For more information on DineEquity, visit the Company's Web site located at <http://www.dineequity.com/>.

ABOUT IHOP RESTAURANTS

For more than 58 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh made-to-order breakfast options, and a wide selection of popular lunch and dinner items. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of June 30, 2016, there were 1,695 IHOP restaurants in 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and the Philippines. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.

ABOUT APPLEBEE'S

Applebee's Neighborhood Grill & Bar offers a lively bar and grill experience combining hand-crafted drinks and simple, craveable American fare with flare. All Applebee's restaurants are owned and operated by entrepreneurs dedicated to serving their communities and offering the best in food and drinks with genuine, neighborly service. With more than 2,000 locations in 49 states, Guam, Puerto Rico and 15 countries, Applebee's is one of the world's largest casual dining brands. Applebee's is franchised by subsidiaries of DineEquity, Inc. (NYSE: DIN), which is among the world's largest full-service restaurant companies.

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