



01 October ,2013

For Immediate Release

October 1, 2013

## Hartsfield-Jackson Welcomes IHOP® Restaurants for First Airport Location

ATLANTA – Hartsfield-Jackson Airport officials welcomed IHOP® Restaurants today for a ribbon cutting ceremony for the company’s first-ever airport location. The “IHOP Express” is run by franchisee Global Concessions, Inc., an experienced operator of airport concessions, and will be open 24 hours a day, seven days a week.

“We’re pleased to be able to add another terrific option to the diverse array of dining choices at the world’s busiest airport,” said Louis Miller, general manager of Hartsfield-Jackson. “IHOP is one of the country’s truly iconic restaurant brands, and it’s exciting to be able to offer this to travelers in the atrium of the Airport’s domestic terminal.”

The new “IHOP Express” is approximately 3,000 square feet, with a seating capacity for 120 guests, and is located in the atrium before security checkpoints. In addition to sit-down service, the “IHOP Express” features a “Grab and Go” section, where guests can purchase some of their favorite IHOP menu items to enjoy during their flight. This location will also serve a selection of beer and wine, as well as provide a place for guests to store their luggage while they dine.

“While we have been looking to enter what we think will be an extremely lucrative market with great visibility for our internationally known brand, we needed both the right location and the right franchisee,” said Julia Stewart, Interim President of International House of Pancakes LLC, as well as Chairman and CEO of its parent company, DineEquity Inc. “With this ‘IHOP Express,’ we’ve found both. We are proud to be part of the Hartsfield-Jackson Atlanta International Airport, and Terry Harps and Global Concessions, Inc. bring the perfect combination of experience for this type of venue, as well as a shared commitment to excellence in operations and cuisine that our guests expect — and deserve — when they visit any IHOP restaurant.

“This ‘IHOP Express’ marks an important step in our continued expansion into non-traditional venues like airports and colleges,” Stewart added. “While we are starting at the top with the world’s busiest airport, we hope this will be the first of many airport locations to come, throughout the country and around the world.”

“It has been a pleasure working with my colleagues at IHOP. We are delighted to have this opportunity to bring one of the world’s most recognizable and beloved brands to this airport and to provide all our guests the great service, value, and classic menu items that have made IHOP famous for more than 55 years,” said Terry Harps, President of Global Concessions, Inc.

“Together, we designed a modern, yet very comfortable and accessible restaurant,” he continued, “one that we’re sure will serve as a gathering place for friends and associates meeting before they depart or when they arrive from their flight, as well as a gathering place for airport workers and the local community.”

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#### Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson is the world’s busiest airport, serving more than 95 million passengers annually with nonstop service to 160 U.S. destinations and nearly 70 international destinations in more than 45 countries. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction – including the 2013 Global Efficiency Excellence Award from the Air Transport Research Society (for more information, go to [www.atrsworld.org](http://www.atrsworld.org)), 2013 Project of the Year, Architectural Category for the Maynard H. Jackson Jr. International Terminal from the American Association of Airport Executives Southeast chapter (for more information, go to [www.secaaae.org](http://www.secaaae.org)) and

the 2012 Best Airport in North America, Business Travel Award from the Business Traveler Magazine (for more information, go to [www.businesstravelerusa.com](http://www.businesstravelerusa.com) ). ATL is undergoing more than \$6 billion worth of capital improvements, which include a new, energy-efficient rental car center, a gold LEED certified international terminal which opened to the general public on May 16, 2012 (for more information, go to [www.atlanta-airport.com/internationalterminal/](http://www.atlanta-airport.com/internationalterminal/)) and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to [www.atlanta-airport.com](http://www.atlanta-airport.com). Check out the Airport's YouTube channel by visiting <http://www.youtube.com/AtlantaHartsfield>, follow us on Twitter (@Atlanta\_Airport) and become a fan on Facebook (Hartsfield-Jackson Atlanta International Airport).

#### DINEEQUITY, INC.

Based in Glendale, California, DineEquity, Inc., through its subsidiaries, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar® and IHOP® brands. With more than 3,500 restaurants combined in 18 countries, over 400 franchisees and approximately 200,000 team members (including franchisee- and company-operated restaurant employees), 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 [www.dineequity.com](http://www.dineequity.com).

#### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 55 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 June 30, 2013, there were 1,593 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](http://www.IHOP.com). Follow IHOP on Facebook and Twitter.

#### ABOUT GLOBAL CONCESSIONS, INC.

Global Concessions, Inc. (GCI) was formed specifically to operate food and beverage concessions in major transportation hubs in the United States. With the opening of the first store in April 1991, the

company participated in the introduction of the first branded concepts at the Hartsfield-Jackson Atlanta International Airport (HJAIA). As a multi-concept operator, GCI now has over 500 employees and 12 brand concepts in the HJAIA including One Flew South which opened in 2008, the first fine dining restaurant in the world's busiest airport. The first street-side GCI full-service fine dining restaurant, Sweet Georgia's Juke Joint, a \$4 million investment in the future of downtown, opened in 2010 in the historic 200 Peachtree building in Atlanta.