

## DineEquity, Inc.

**Description:** This company shows an equal bias for breakfast, lunch, and dinner. Formerly IHOP Corp., DineEquity is one of the leading chain restaurant companies in the US, with its two flagship concepts, the International House of Pancakes IHOP and Applebee s Neighborhood Grill & Bar. The #3 family-style diner chain behind Denny s and Waffle House, IHOP has more than 1,400 mostly franchised restaurants that are open 24 hours a day. The chain is best known for its breakfast menu, but it also offers standard family fare sandwiches, burgers, salads for lunch and dinner. Applebee s is the #1 casual-dining chain, with more than 2,000 locations in about 20 countries offering a wide variety of appetizers and entrees.

There is data and there is SGA ExecutiveTracker Data. The difference is this data is telephone verified, compiled by in-house staff and updated on a 150 day rotation.

Each Executive Tracker Report includes the following information (where available):

**Company Information:**

- Ticker
- Primary Industry
- Phone Number
- URL
- Sales (\$m)
- Employees
- E-mail Formula
- Description

The Executive Tracker also includes contact information on key employees within the company including job position, phone numbers and e-mail addresses where available.

**Contents:** These individual Business Lists are 100% staff verified and details the company's roster of key professionals and key decision makers.

- In addition to the executive contacts, this report contains:
- Global HQ Location
- US Address (Street, City, State & Zip)
- US HQ Phone Number & Company Website Address
- Most Recent
- Revenues Reported,
- Number of Employees and Industry.

These Business Lists do not include direct-dial phone numbers for all executives listed.

- This will provide the direct phone number.
- This report provides the HQ phone number and the accurate executive name and title.

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