

**FOR IMMEDIATE RELEASE**

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## **MyPrint Corporation Launches Local Restaurant Marketing Portal For IHOP Corp.**

**IRVINE, Calif. (August 14, 2006)** – MyPrint Corporation announced today that it has successfully launched, for IHOP Corp., a comprehensive local restaurant marketing portal.

The portal utilizes MyPrint's award winning on-demand software application, eTools 3.0, to offer franchisees of the 1,264 restaurant chain a large variety of approved marketing and training aids.

The portal enables franchisees to selectively edit and print just the marketing materials needed, and allows IHOP to introduce new materials quickly and cost effectively.

“This system allows each franchisee to decide what materials are needed at their location, based on local preferences, and eliminates unnecessary printing of marketing pieces that may not be used,” said Kent Barkouras, CEO of MyPrint Corp.

The eTools all-inclusive solution will provide IHOP with a comprehensive suite of print-on-demand, print, signage, direct mail, outdoor advertising, stationery, consulting, photography and logos. In addition, MyPrint's eTools program also provides IHOP with most of its menus via the program's eMenu function.

### ***About MyPrint Corporation***

MyPrint Corporation, headquartered in Irvine, Calif., provides national customers with unique on-demand complete business solutions, including software applications, print-on-demand, commercial printing, direct mail, fulfillment, and inventory management. MyPrint Corporation serves leading corporations throughout the United States and Canada in industries ranging from hospitality and entertainment to travel and manufacturing and has begun offering its eTools software application through a licensing

model. For more information, call the Company's headquarters at (949) 261-0333, or visit the Company's Web site located at [www.myprint.com](http://www.myprint.com).

***About eTools, LLC***

eTools is a wholly owned division of MyPrint Corporation and offers revolutionary and innovative print management software solutions to industry leading companies in fields ranging from entertainment to manufacturing to healthcare.

The company's software applications enable the largest organizations in the world to easily manage and order branded sales and marketing materials cost effectively from a web-based portal. The software offers powerful visual catalogs, workflow and approval features and provides detailed reporting capabilities.

***About IHOP Corp.***

The IHOP family restaurant chain has been serving a wide variety of breakfast, lunch and dinner selections for more than 45 years. Offering 14 types of pancakes as well as omelettes, breakfast specialties, burgers, sandwiches, chicken and steaks, IHOP's diverse menu appeals to people of all ages. IHOP restaurants are franchised and operated by Glendale, California based IHOP Corp. As of June 30, 2006, the end of IHOP's second quarter, there were 1,264 IHOP restaurants in 48 states and Canada. IHOP Corp. common stock is listed and traded on the NYSE under the symbol "IHP." For more information, call the Company's Restaurant Support Center at (818) 240-6055 or visit the Company's Web site located at [www.ihop.com](http://www.ihop.com).