

VIA EDGAR

Mr. Ryan Rohn  
Staff Accountant  
United States Securities and Exchange Commission  
100 F Street, N.E.  
Washington, D.C. 20549

**Re: DineEquity, Inc.**  
**Form 10-K for the Fiscal Year ended December 31, 2010**  
**Filed March 4, 2011**  
**File No. 001-15283**

August 26, 2011

Dear Mr. Rohn:

DineEquity, Inc. (the "Company") is in receipt of your comment letter dated August 19, 2011 concerning the above-referenced report. Based on our conversation, thank you for extending our time to forward to you our written response to your comment letter. We will file our response via EDGAR by no later than September 16, 2011.

Thank you again for your courtesy and cooperation in this matter.

Sincerely,

/s/ Gregory Calvin

Gregory Calvin  
Senior Vice President, Corporate Controller  
DineEquity, Inc.

cc: *Sidley Austin LLP*  
Imad Qasim

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