

DineEquity, Inc  
Form 8-K  
October 06, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the**  
**Securities Exchange Act of 1934**

**Date of report (Date of earliest event reported): October 6, 2010**

**DineEquity, Inc.**

**(Exact Name of Registrant as Specified in its Charter)**

**Delaware**  
**(State or Other Jurisdiction**  
  
**of Incorporation)**

**001-15283**  
**(Commission**  
  
**File Number)**

**95-3038279**  
**(I.R.S. Employer**  
  
**Identification No.)**

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**450 North Brand Boulevard, Glendale, California**  
**(Address of Principal Executive Offices)**  
**(818) 240-6055**

**91203**  
**(Zip Code)**

**(Registrant's telephone number, including area code)**

**Not applicable**

**(Former Name or Former Address, if Changed Since Last Report)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01 Other Events.**

On October 6, 2010, DineEquity, Inc. issued a press release announcing that it had priced its previously disclosed proposed private offering of \$825 million aggregate principal amount of its 9.5% senior unsecured notes due 2018. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K and is herein incorporated by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits:

Exhibit

Number      Description

99.1          Press release dated October 6, 2010, re Pricing of Proposed Offering of Senior Notes.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 6, 2010

DineEquity, Inc.

By: /s/ John F. Tierney  
Name: John F. Tierney  
Title : Chief Financial Officer

EXHIBIT INDEX

Exhibit No.	Description
99.1	Press release dated October 6, 2010, re Pricing of Proposed Offering of Senior Notes.