

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

October 24, 2011

Dear Mr. Rohn:

DineEquity, Inc. (the "Company") is in receipt of your comment letter dated October 12, 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 November 9, 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
