



**FOR IMMEDIATE RELEASE**

## **Dunkin' Donuts “Whips Up” Deal With Daytime TV Host Rachael Ray**

**CANTON, Mass.** (March 8, 2007) – Dunkin' Donuts, the largest coffee and baked goods chain in the world, today announced that it will be working with best-selling author and host of TV's highest-rated new syndicated daytime show, Rachael Ray. As its new brand representative, Ray will appear in a multi-platform marketing campaign for Dunkin' Donuts. Ray will also lend her perspective to the Dunkin' Donuts culinary team in the development of new, “better for you” food and beverage options. In recent years, the company has introduced several new products that provide customers with additional on-the-go options, including Smoothies, Latte Lite and the reduced carb bagel; in addition, the company has been working since 2004 to remove trans-fats from all of its menu offerings.

“We believe there is tremendous synergy between Dunkin' Donuts and Rachael Ray,” said Robert Rodriguez, Dunkin' Donuts brand president. “Rachael's philosophy of creating quality meals quickly and without pretense for busy people living busy lives is the same driving force behind the Dunkin' Donuts brand.”

Adored by millions for her originality and down-to-earth style, Ray is best known for her “30-Minute Meals,” recipes that answer the needs of busy Americans – great tasting, easy-to-make meals with inexpensive ingredients.

“Everyone always asks me how I manage my schedule, and the answer is coffee,” said Ray. “Having grown up in the Northeast, I have a long-standing and deep appreciation for Dunkin' Donuts' coffee. In addition, I am excited to work with Dunkin' Donuts' team of chefs as they expand their menu to include new items for customers looking for more health-conscious options.”

As part of the campaign, Ray will be featured in television, print, radio spots, online, in-store marketing and personal appearances. The first television spot is scheduled to air in April. The campaign will run through 2010.

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**About Dunkin' Donuts**

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,200 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

**About Rachael Ray**

Rachael Ray is the author of more than a dozen cookbooks, including *Express Lane Meals* and *Rachael Ray 2-4-6-8: Cooking for Couples or Crowds*, and host of the wildly popular "30 Minute Meals" and "Tasty Travels" shows on the Food Network. She is also the Editor-In-Chief of her own food and lifestyle magazine *Every Day With Rachael Ray*. Additionally, Ray has a line of knives, cook wear and bedding.

In September 2006, "*Rachael Ray*," a nationally syndicated daytime show produced by CBS Television Distribution and Harpo Productions, launched as the highest rated syndicated show launch since 2002.

Rachael Ray is represented by the William Morris Agency.

**Contact:** Michelle King  
Dunkin' Donuts  
(781) 737-3585  
[michelle.king@dunkinbrands.com](mailto:michelle.king@dunkinbrands.com)