



## **DUNKIN' BRANDS CELEBRATES THE OPENING OF ITS 15,000<sup>th</sup> STORE**

*Dunkin' Donuts coffee and donuts, Baskin-Robbins soft-serve ice cream cones to be sold for 15 cents at select locations throughout the world*

**CANTON, Mass. (June 15, 2009)** -- Today Dunkin' Brands officially opens its 15,000<sup>th</sup> store worldwide in Raleigh, N.C., and to honor this important milestone the company is making this an especially sweet day for customers around the globe. Dunkin' Brands, the parent company of two of the world's most recognized and loved brands – Dunkin' Donuts and Baskin-Robbins – is thanking customers for more than 60 years of support with special celebrations in select cities throughout the world.

To commemorate the opening of the 15,000<sup>th</sup> store, a Dunkin' Donuts and Baskin-Robbins Express located at 8710 Glenwood Avenue in Raleigh, Dunkin' Brands CEO Nigel Travis, Dunkin' Donuts President and Chief Brand Officer Will Kussell and Baskin-Robbins Chief Brand Officer Srinivas Kumar will serve customers donuts, coffee and soft-serve ice cream for the special price of 15 cents. At a special ceremony today at 1500 hours (3:00 p.m. ET), the company will also announce a donation to support Homes for Our Troops, a national, non-profit organization that is building a specially adapted home for a severely injured veteran in Fayetteville, North Carolina. Dunkin' Brands will also donate 1,500 pounds of Dunkin' Donuts coffee to Give2TheTroops, a national non-profit organization that sends care packages to deployed troops. The coffee will help North Carolinians serving abroad enjoy a taste of home.

As part of the ceremony at the 15,000<sup>th</sup> store, NASCAR Sprint Cup driver Greg Biffle and NC State head football coach Tom O'Brien will also be on hand to personally serve customers, beginning at approximately 1515 hours (3:15 p.m. ET.) Greg Biffle will surprise two lucky customers – one each at the counter and drive-thru – with 15 months' worth of coffee and ice cream.

In a nod to both Dunkin' Donuts' and Baskin-Robbins' roots and future, the very first U.S. Dunkin' Donuts store at 543 Southern Artery in Quincy, Mass. will commemorate this occasion by selling coffee and donuts for 15 cents from 3 to 5 p.m. At the same time, the new Baskin-Robbins Café 31 at Patriot Place in Foxborough, Mass. will offer soft-serve ice cream cones for 15 cents from 3 to 5 p.m. A total of 15 Dunkin' Donuts and Baskin-Robbins stores opening on June 15 in eight countries will celebrate this milestone with special offers beginning at 1500 hours local time.

(more)

In addition to the Raleigh store, other stores include:

- Dunkin' Donuts at 19 Hickey Drive in Stonington, CT
- Dunkin' Donuts at 371 East Butler Pike in Ambler, PA
- Baskin-Robbins at Westfield Main Place in Santa Ana, CA
- Dunkin' Donuts at 5051 Wissahickon Avenue in Philadelphia, PA
- Dunkin' Donuts at 1403 Cedar Crest Boulevard in Allentown, PA
- Dunkin' Donuts at Bawadi Mall in Al Ain City, UAE
- Dunkin' Donuts at Rawdhah, Khurais Road in Riyadh, Saudi Arabia
- Dunkin' Donuts at Seeb Cornich in Oman
- Baskin-Robbins Express at Centro Comercial Imperial in Bogota, Columbia
- Baskin-Robbins at Baskin-Robbins Mall Ciputra Jakarta, Gedung Mall in Jakarta, Indonesia
- Baskin-Robbins at Menara Batavia Jakarta, Jln, KH. Mas Mansyur Kav. 125-126 Jakarta Pusat 10220 in Jakarta, Indonesia
- Baskin-Robbins at Tian Yao Qiao Road, No. 218-222, 1/F in Shanghai, China
- Baskin-Robbins at Murmanskoe sh. 12km-MEGA-DIBENKO in St. Petersburg, Russia

The 15,000 store milestone and today's worldwide celebrations represent the deep connection and affinity both Dunkin' Donuts and Baskin-Robbins share with people throughout the world. "With more than 120 years of combined history, Dunkin' Donuts and Baskin-Robbins have been part of our customers' daily lives, and they know they can count on us for quality foods, beverages and ice cream served in a fun and welcoming environment at affordable prices," said Dunkin' Brands CEO Nigel Travis. "Today, we honor the customers, franchisees and employees responsible for our success, and look towards a future of continued growth and commitment to serving both our new and existing communities."

Dunkin' Brands' steady and strategic growth strategy includes expanding in existing markets while entering new cities throughout the world. Dunkin' Donuts and Baskin-Robbins are actively seeking qualified franchise candidates in several states, including Florida, Georgia, Alabama, Kentucky, Ohio, Tennessee and Virginia. In addition, Baskin-Robbins is also seeking franchisees in Indiana, North and South Carolina, Colorado, Texas, Utah and California, among others.

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**About Dunkin' Brands, Inc.**

With more than 15,000 points of distribution in 44 countries worldwide, Dunkin' Brands, Inc. is renowned for its leadership in the quick quality category. At the end of 2008, there were 8,835 Dunkin' Donuts franchised restaurants and 6,013 Baskin-Robbins franchised restaurants and the company had system-wide sales of approximately \$6.9 billion. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit [www.dunkinbrands.com](http://www.dunkinbrands.com).

**Contact:**

Jessica Rosen

RF|Binder

212-994-7522

[jessica.rosen@rfbinder.com](mailto:jessica.rosen@rfbinder.com)

McCall Gosselin

Communications Manager

781-737-5200

[mccall.gosselin@dunkinbrands.com](mailto:mccall.gosselin@dunkinbrands.com)