



**FOR IMMEDIATE RELEASE**

**Dunkin' Brands Names Restaurant Industry Veteran  
Stephen J. Caldeira Executive Vice President, Global Communications  
and Chief Public Affairs Officer**

**Canton, Mass. (September 4, 2007)** – Dunkin' Brands, Inc., the parent company of quick service brands Dunkin' Donuts, Baskin-Robbins and Togo's, today announced that effective October 29, 2007, Stephen J. Caldeira will join the company as Executive Vice President, Global Communications and Chief Public Affairs Officer.

Mr. Caldeira, most recently Co-Founder, President and Chief Executive Officer of the not-for-profit Elliot Leadership Institute, brings more than two decades of broad-range leadership, political, public affairs and communications experience to the newly created position. Reporting directly to Dunkin' Brands Chairman and Chief Executive Officer Jon L. Luther, Mr. Caldeira, 48, will oversee worldwide communications for all internal and external audiences, including employees, franchisees and media, as well as lead the company's government, industry and community relations efforts.

"We're very excited that Steve has agreed to join our senior management team," Mr. Luther said. "Whether serving as chief spokesman for the National Restaurant Association, or more recently working to elevate leadership through The Elliot Leadership Institute, Steve has demonstrated exceptional leadership skills and a steadfast dedication to making our industry stronger. He is a rare combination of strategist and tactician, and his varied experience in the legislative, political, public affairs and communications arenas will further strengthen Dunkin' Brands as we continue our aggressive expansion both domestically and internationally."

For the past three years, Mr. Caldeira has guided the growth of The Elliot Leadership Institute, an organization he helped to co-found in 2003, to improve executive leadership development within the foodservice industry. Before joining the Institute, Mr. Caldeira served as Vice President of Industry Relations for PepsiCo, Inc.

"I am extremely proud to be joining Dunkin' Brands. Without question, this is a wonderful opportunity to work with a great leader, an exceptional senior management team and a tremendous company with significant growth potential," said Mr. Caldeira.

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Before joining PepsiCo in 2002, Mr. Caldeira held several corporate and non-profit executive positions, including President and Chief Operating Officer of the National Restaurant Association Educational Foundation, and Senior Vice President of Communications, Marketing and Public Health & Safety for the National Restaurant Association.

Mr. Caldeira has also worked at Burson-Marsteller, where he was a Managing Director in the U.S. Public Affairs Practice, and early in his career served as Political Director to former U.S. Senator Alfonse D'Amato (NY).

An active industry supporter and fundraiser, Mr. Caldeira was named one of the restaurant industry's Top 50 Influencers in 2007 by *Nation's Restaurant News*. He is Chairman of the annual Emeril Lagasse Golf Classic to benefit Johnson & Wales University, where he also serves as a member of the corporation, and Chairman of the Richard E. Marriott Save American Free Enterprise (SAFE) Pinehurst Invitational to benefit the National Restaurant Association. Mr. Caldeira is also a member of the National Board of Advisors for the Leon & Sylvia Panetta Institute for Public Policy at California State University.

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**About Dunkin' Brands**

*With more than 13,000 franchises in 50 countries worldwide, Dunkin' Brands, Inc. is renowned for its leadership in the quick quality restaurant category. There were 7,293 Dunkin' Donuts restaurants, 5,838 Baskin-Robbins restaurants and 280 Togo's restaurants with system-wide sales of \$6.4 billion at the end of 2006. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit [www.dunkinbrands.com](http://www.dunkinbrands.com).*

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