



**FOR IMMEDIATE RELEASE**

**Dunkin' Brands and Procter & Gamble Sign Agreement to Bring Dunkin' Donuts Packaged Coffee to Retail Outlets Nationwide**

**CANTON, Mass. and CINCINNATI, Ohio** (February 28, 2007) – Dunkin' Brands and Procter & Gamble (NYSE:PG) announced today that they have signed an agreement to launch Dunkin' Donuts coffee at retail. P&G Coffee will be responsible for distributing Dunkin' Donuts packaged coffee to grocery stores, mass merchandisers, club stores and other consumer retail channels across the United States.

With Dunkin' Donuts as the #1 coffee and baked goods chain worldwide and Procter & Gamble as the #1 selling coffee roaster in the United States, the agreement brings together two leading consumer brands with extensive knowledge of the coffee industry.

"We look forward to a collaborative partnership with Dunkin' Donuts, a company that shares our passion for innovation and building strong brands," said Doug McGraw, Vice President of Global Coffee for Procter & Gamble. "We are confident that the addition of Dunkin' Donuts high-quality coffee to our existing portfolio will allow more consumers to enjoy this premium, trusted brand of coffee at home."

Dunkin' Donuts Brand President Robert Rodriguez added: "We are excited to partner with Procter & Gamble in this new venture. The strength of our brands will provide a winning combination that will benefit both of our businesses. For Dunkin' Donuts, this move will enable us to build our brand not only by introducing our coffee to new customers across the country, but also by strengthening the bond with our current customers, who will find it even more convenient to enjoy our coffee both at home and on the go in our stores."

Dunkin' Donuts has made its full range of coffee flavors and roasts available for the retail launch, and P&G Coffee expects to offer several of these flavors and roasts in both whole bean and ground varieties.

Specific terms of the agreement were not disclosed.

(more)

**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 Procter & Gamble** [NYSE:PG]

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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