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BRANDWEEK NAMES DUNKIN' DONUTS A 2009 MARKETER OF THE YEAR

CANTON, Mass. (September 16, 2009) – Honoring individuals who embrace both value and values, as well as unabashed creativity in marketing their clients, Brandweek today announced the 2009 Brandweek Marketer of the Year award winners, including Dunkin' Donuts, America's all day, every day stop for coffee and baked goods. Dunkin' Donuts is profiled in this week's Brandweek print issue and on Brandweek.com. The winners were honored at a special dinner reception on September 15 at the Central Park Boathouse in New York City.

Dunkin' Donuts was selected for introducing authentic advertising that reflects the brand essence and the company's understanding of what people need to keep themselves and the country running. The company is credited for listening to its customers and shining the spotlight on the accomplishments of hard-working people, while reinforcing that Dunkin' Donuts will continue to fuel their busy day and provide a bit of happiness for a good value.

"If making the sale were that easy, we'd have 1,200 marketers of the year instead of just 12. Marketing is hard, especially today," said Brandweek Editor-in-Chief Todd Wasserman. "The Brandweek Marketers of the Year consistently make new rules and then break them, reinventing the best way to connect with consumers and make a product resonate. We applaud their efforts and congratulate them."

"We are extremely excited that Dunkin' Donuts has been recognized as one of the top leading marketing companies in the country," said Will Kussell, President & Chief Brand Officer for Dunkin' Donuts Worldwide. "Under Frances Allen's leadership and direction, Dunkin' Donuts has developed numerous innovative marketing campaigns that resonate with consumers and promote the value we bring every day to busy people on the go. Our continued success in this area is an important part of our future, and we are very pleased that Brandweek has given Dunkin' Donuts this distinct recognition."

In October 2008 Dunkin' Donuts solidified its position as a coffee leader with its "Dunkin' Beat Starbucks" marketing campaign, shining the spotlight on the results of an independent taste test showing that a significant majority of U.S. coffee drinkers preferred Dunkin' Donuts coffee over Starbucks. Dunkin' Donuts continued its success in June 2009 with the "Breakfast NOT Brokefast" campaign. The newest iteration of the popular "America Runs on Dunkin'®" campaign declared that in these challenging times, a fast and delicious breakfast needn't cost Americans more than pocket change. Hill Holliday is the advertising agency of record for Dunkin' Donuts.

Brandweek's Marketer of the Year Awards are presented to an outstanding list of marketers selected by a panel of Brandweek editors. All candidates are scored by merit and marketplace efforts that not only speak for themselves in terms of brand performance and sales, but can be traced back to individuals. Video interviews with winning marketers can be found at www.brandweek.com/moy.

About Brandweek:

Brandweek is the leading source of news and information for the U.S. marketing industry and the only trade magazine to offer saturation coverage at all levels of the brand-activation process. Brandweek and Brandweek.com provide marketers with valuable competitive information and insights for bringing new products and ideas to the global marketplace.

Brandweek is published by Nielsen Business Media, a part of The Nielsen Company, a global information and media company.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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