



**FOR IMMEDIATE RELEASE**

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**DUNKIN' DONUTS OPENS PEORIA AND BLOOMINGTON, IL FOR FRANCHISE SALES**  
*World's Largest Baked Goods and Coffee Chain Plans to Develop  
More than 8 New Restaurants*

**CANTON, MA (October 21, 2008)** -- Dunkin' Donuts, America's favorite everyday, all-day stop for coffee and baked goods, is in the midst of a national expansion to increase its franchise locations in the U.S. Fueling this growth is today's announcement that Peoria and Bloomington is now open for franchise sales with plans to open more than 8 new restaurants over the next several years. The company's plans call for selling of franchises in Peoria County as well as the surrounding counties of Tazewell, McLean, Putnam, Stark, Marshall, Woodford, Livingston, Fulton and Mason.

Dunkin' Donuts' Peoria/Bloomington launch is part of a steady and strategic expansion plan, which includes expanding in existing markets while entering new cities throughout the country. The company is actively seeking new franchisees to own and operate a minimum of five new restaurants in the Peoria DMA and throughout the country to help direct the company's future growth.

Dunkin' Donuts also recently announced that Champaign, IL is also open for franchise sales with plans to open more than 10 new restaurants in the area over the next several years.

"To fulfill our national expansion goals, Dunkin' Donuts is looking for developers with a strong organization and the ability to manage multiple restaurants effectively and successfully in the Peoria/Bloomington market," said Lynette McKee, CFE, vice president of franchising, Dunkin' Brands, Inc. "We also look for prior restaurant operations and real estate development experience."

Building a network of stores also enables Dunkin' Donuts to invest in a distribution model that ensures consistent, high-quality products that customers expect when visiting a Dunkin' Donuts location. In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers franchisees a variety of designs and venues, including free-standing stores, sites within shopping centers and convenience stores and other retail environments.

According to McKee, "Dunkin' Donuts will satisfy a growing demand in Peoria and Bloomington for high-quality coffee and baked goods that are available all day. Dunkin' Donuts is proud to energize Americans and keep the honest, hard-working, value-driven people of this country running every day -- whether it's in a boardroom, a schoolroom or a construction site. We look forward to being a vibrant part of the community and playing an important role in the daily lives of the people who live and work in Peoria and Bloomington."

At the end of July, Dunkin' announced the launch of DDSMART, the brand's first menu of better-for-you options. Menu items include both new and existing Dunkin' Donut's food and beverages that meet one of the following criteria: 25 percent fewer calories; 25 percent less sugar, fat, saturated fat or sodium than comparable products, and /or contain ingredients that are nutritionally beneficial. DDSMART branded items became available in August in all participating restaurants nationwide.

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Prior to DDSMART, Dunkin' Donuts launched its new, all-day Oven-Toasted menu. The new platform marks the most significant change to Dunkin' Donuts product lineup since the company launched espresso-based beverages in 2003. The menu items are available nationwide in participating cities.

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**About Dunkin' Donuts**

*Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is the #1 retailer of hot and iced regular coffee-by-the-cup in America, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the #1 ranking for customer loyalty in the coffee category by Brand Keys for two years running. The company has more than 7,900 restaurants in 30 countries worldwide. In 2007, Dunkin' Donuts' global system-wide sales were \$5.3 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.Dunkinfranchising.com](http://www.Dunkinfranchising.com) or call 877-9-DUNKIN.*