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DUNKIN' DONUTS ANNOUNCES NEW FRANCHISEE IN BOWLING GREEN, KY
Barry Daulton to Open Six New Restaurants

CANTON, MA (October 30, 2008) -- Dunkin' Donuts, America's favorite everyday, all-day stop for coffee and baked goods, announced today the signing of a multi-unit store development agreement with Barry Daulton for the development of six new restaurants. The franchisee's plans call for the opening of one unit in 2009, and the balance within the next four years.

Barry Daulton, a Baskin Robbins, Back Yard Burger, Subway and Ci-Ci's Pizza franchisee, has been in the QSR business for over 20 years and is also a CPA. Previously, he owned a Hardee's restaurant.

Dunkin' Donuts development of Bowling Green is part of a steady and strategic growth strategy, which includes expanding in existing markets while entering new cities across the country to help direct the company's future growth.

"With the Bowling Green market recently opened for franchise sales, we are excited to welcome Barry Daulton to the market," says Lynette McKee, CFE, vice president of franchising, Dunkin' Brands, Inc. "Dunkin' Donuts will satisfy a growing demand in Bowling Green for high quality coffee and baked goods that are available all day."

Building a network of restaurants 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, as well as other retail environments.

According to McKee, "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 Bowling Green."

"I am proud to bring Dunkin' Donuts' new menu to Bowling Green," said Barry Daulton. "I 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 here."

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 or call 877-9-DUNKIN.