A REWARDING PERK: DUNKIN'Â’ DONUTS LAUNCHES NATIONAL LOYALTY REWARDS PROGRAM

CANTON, Mass. (April 5, 2011) -- Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, unveiled today a new loyalty program offering guests unlimited rewards just for enjoying their favorite Dunkin' Donuts food and beverages. The new "DD Perks® Rewards" program, the brand's first-ever national loyalty rewards program, offers "Dunkin' Dollar" reward coupons for purchases made with a registered Dunkin' Donuts Card. Dunkin' Dollars can be redeemed for any item on the Dunkin' Donuts menu -- from coffee to Coolatta® frozen beverages, donuts, breakfast sandwiches and other snacks and beverages – giving guests the opportunity to use their rewards for food and beverages of their own choosing.

The new DD Perks Rewards program makes it easy to receive rewards; simply register a Dunkin' Donuts Card for free at www.DDPerks.com and you can begin earning Dunkin' Dollars with your first food or beverage purchase at a Dunkin' Donuts restaurant. Best of all, there are no limits to how many Dunkin' Dollars a guest can earn. One Dunkin' Dollar is earned for every $20 spent using a registered Dunkin' Donuts Card. Two Dunkin' Dollars are earned for every $20 spent using a registered Dunkin' Donuts Card that is auto-recharged within a calendar month – an easy way to automatically add value to a Dunkin' Donuts Card on a regular schedule or when the balance falls below a certain amount. Complete details about the DD Perks Rewards program are also available at www.DDPerks.com.

In April, the DD Perks Rewards program will also give something back to U.S. troops as well as Dunkin' Donuts guests. To celebrate the launch of the new national rewards program, Dunkin' Donuts announced today that for every Dunkin' Dollar guests earn from April 5 through April 12, the company will donate $1 to The Dunkin' Donuts & Baskin-Robbins Community Foundation to benefit the USO, with a total donation of up to $10,000.

Dunkin' Donuts has a long history of honoring America's service men and women, and has donated more than 175,000 pounds of coffee to troops deployed overseas since May 2003. The company holds a monthly drawing to randomly select at least 50 United States military members to receive one case of Dunkin' Donuts coffee. During the holiday season, Dunkin' Brands corporate employees also send additional pounds of coffee to the troops.

"We are extremely excited to launch the DD Perks Rewards program nationwide to reward our loyal guests across the country for something they're already doing - enjoying their favorite Dunkin' Donuts coffee and snacks," said John Costello, Chief Global Customer and Marketing Officer at Dunkin' Brands. "We are also proud to match Dunkin' Dollars earned to make a meaningful donation to the USO, and continue our tradition of supporting the troops through this program."

The DD Perks Rewards Program is the latest enhancement to Dunkin' Donuts' popular DD Perks®, which provides members exclusive in-store and online offers, previews on new menu items, updates on new restaurant openings, localized offers, and other special perks. All DD Perks members also receive a free medium beverage upon enrollment, plus another free medium beverage on their birthday.

Dunkin' Donuts Cards can be purchased at Dunkin' Donuts restaurants or online at www.DunkinDonuts.com in any amount between $5 and $200. The cards are also available at many of the country's largest and most popular retail locations, including CVS/pharmacies, Staples, BJ's Wholesale Club, Rite Aid and more. The Dunkin' Donuts Card can be redeemed and recharged at participating Dunkin' Donuts restaurants or online at www.DunkinDonuts.com. Unlike other rechargeable cards, Dunkin' Donuts Cards don't have any additional fees or expiration dates. If cards are registered online, Dunkin' Donuts will also replace them free of charge if they are lost or stolen.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday 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. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were $6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.