

DUNKIN'™ DONUTS ASKS FANS TO HELP NAME A NEW DONUT INSPIRED BY LIVERPOOL FOOTBALL CLUB

Winner of the "Name the LFC Donut" Twitter contest will score trip for two to a pre-season football match in Boston; New donut to be available in July

CANTON, MA (March 19, 2014) -- [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced plans to introduce a special donut at select participating Dunkin' Donuts restaurants in July to celebrate the brand's partnership with Liverpool Football Club (LFC). For the honor of naming this new treat, Dunkin' Donuts is kicking it over to its fans via social media. Dunkin' Donuts this morning launched the "Name the LFC Donut" Twitter contest, with the goal of giving people a chance to offer their best and most creative name for the donut. The person who scores the winning name will net a prize that includes a trip for two to Boston to see the pre-season match between LFC and AS Roma at Fenway Park on July 23.

Dunkin' Donuts' LFC-inspired donut is a jelly-filled yeast shell featuring a soccer ball design in white and red icing, representing the team's iconic colors. The donut will be available in select participating Dunkin' Donuts restaurants nationwide for a limited time in July. Today and tomorrow (March 19 and 20) fans can tweet their suggestion for the perfect name for this special donut using the hashtag #DDLFCDonut. The person who offers the winning name, as selected by judges from both Dunkin' Donuts and Liverpool Football Club, will win an all-expenses paid VIP trip for two to attend the pre-season match between LFC and AS Roma at Fenway Park in Boston on Wednesday, July 23. Twelve other participants will be selected to win a \$100 mGift. The winning name will be announced at the end of March.

Participants must be 18+ to enter Dunkin' Donuts' "Name the LFC Donut" Twitter contest. No purchase necessary; void where prohibited. For additional terms and conditions related to the contest, please visit https://www.dunkindonuts.com/content/dunkindonuts/en/promotions/dunkin_-donuts-lfc-donut-contest.html.

Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, earlier this year announced a multi-year marketing partnership with Liverpool Football Club, one of the world's most historic and famous football clubs, to support global expansion of the Dunkin' Donuts and Baskin-Robbins brands. Under the agreement, Dunkin' Donuts is the official coffee, tea and bakery partner for Liverpool Football Club, and Baskin-Robbins is the official ice cream partner. The partnership will help both Dunkin' Brands and Liverpool Football Club further engage with their fans around the globe through joint promotions, digital and print advertising, and appearances during pre-season tours.

According to John Costello, President, Global Marketing and Innovation for Dunkin' Brands, "Liverpool Football Club is one of the most storied and successful clubs in England, with a tremendous following all throughout the world. As soccer's popularity in the U.S. continues to accelerate, we are excited to leverage our partnership with the LFC in fun, innovative ways to continue to grow our brand awareness and enhance customer loyalty. Giving people the chance to name our first donut inspired by Liverpool Football Club is a unique and exciting initiative, and just one of a number of ways we hope to engage with Dunkin' Donuts guests and soccer fans throughout the country through this partnership in the coming years."

Dunkin' Brands currently has more than 18,000 points of distribution in nearly 60 countries worldwide, including nearly 11,000 Dunkin' Donuts restaurants in 33 countries and 7,300 Baskin-Robbins shops in nearly 50 countries. In 2013, Dunkin' Brands opened 790 net new restaurants around the world, with 415 of these restaurants located outside the U.S. As a testament to its global fan base, Liverpool FC, an English Premier League football club, has over 200 Official Supporters Clubs all over the world in 62 different countries, including the UK, the USA, Spain, Germany, Brazil, China, Japan, Thailand, India, Malaysia, Australia and South Africa.

Dunkin' Donuts offers guests a wide range of high-quality food and beverage options, including hot and iced coffee, espresso-based beverages, hot and iced tea, sandwiches, muffins, donuts and bagels. Additionally, Dunkin' Donuts offers a DDSMART® menu of items that provides guests with better-for-you options without compromising taste, quality or value. All Dunkin' Donuts' DDSMART items meet at least one of the following criteria: 25% fewer calories; 25% less sugar, fat, saturated fat or sodium than comparable fare, and/or contain an ingredient or nutrient that is nutritionally beneficial, such as whole grains. DDSMART food and beverage items provide guests with an array of better-for-you choices, including the Turkey Sausage Breakfast Sandwich (under 400 calories), Wake-Up Wraps, Veggie Egg White Flatbreads, Hot Tea and Latte Lites.

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 Liverpool FC

- Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.
- As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programs, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognized by the award of a Community Mark from Business In The Community.
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.