



## AMERICAN EXPRESS AND DUNKIN' DONUTS PARTNER TO PUT MONEY IN YOUR WALLET

NEW YORK (December 3, 2009) – This holiday season, American Express and Dunkin' Donuts® have partnered to put money back in your wallet. When you use any American Express Card to sign up for Auto-Recharge, the automatic reloading feature on the Dunkin' Donuts Card, American Express® Cardmembers will receive a 20 percent bonus on each Auto-Recharge transaction of \$25 or more. For every \$25 Auto-Recharge, American Express will automatically load an extra \$5 onto the Dunkin' Donuts Card. This promotion for American Express Cardmembers is available now through March 31, 2010.

"American Express is 'charged up' to be the 'Official Card Partner of Auto-Recharge' from Dunkin' Donuts," said Curtis Wilson, vice president and general manager, restaurant & lodging, American Express Merchant Services. "Through this great partnership, we will deliver added benefits to our Cardmembers, and they can now enjoy more coffee, muffins and donuts on us."

"The Dunkin' Donuts Card is the convenient way to pay at Dunkin' Donuts and this partnership with American Express will help us deliver more value, more rewards, and more convenience for our customers," said David Tryder, Director, Interactive and Relationship Marketing.

Dunkin' Donuts Cards are available at participating restaurants across the country and online at [DunkinDonuts.com](http://DunkinDonuts.com). Cardmembers who sign up for Auto-Recharge will receive additional perks such as exclusive in-store and online offers and product news specific to their local market.

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### About American Express

Merchant Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards. American Express Company is a leading global payments, network, travel and banking company founded in 1850.

### 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](http://www.DunkinDonuts.com).

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