



Dunkin' Donuts Asks Customers to Prove Their Passion with New Contest

Winning Essays Selected from Submissions of the Great Lengths Customers Have Gone to Get a Cup of Dunkin' Donuts Coffee

CANTON, Mass. (November 17, 2005) - Dunkin' Donuts is now running a contest that will reward two lucky loyalists with coffee for life who have gone to "Great Lengths" for a cup of Dunkin' Donuts coffee. In addition to winning free coffee for life, the winners' stories may be featured in future advertising and/or promotional materials.

The "Great Lengths" contest began on November 7 and concludes on November 28, 2005. To be considered by Dunkin' Donuts, contestants must submit an essay of 250 words or less sharing their story of the "Great Lengths" that they go (or have gone) through for a cup of Dunkin' Donuts coffee.

"Over the years we have heard some really tremendous stories about what our customers have gone through to get their daily Dunkin' Donuts cup of coffee," said John Gilbert, Dunkin' Donuts vice president of marketing. The contest is an ideal way to spread the message about the passion that exists for Dunkin' Donuts coffee."

To enter the "Great Lengths" contest, visit DunkinDonuts.com and submit an essay of no more than 250 words detailing your story. There is no purchase necessary to enter. The contest is open to legal residents of Connecticut, New Hampshire, Massachusetts, Maine, Rhode Island, Vermont and New York age 18 or older as of November 7, 2005. Restrictions apply; please visit www.dunkindonuts.com for details.

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, bagels and muffins than any other quick service restaurant in America. Dunkin' Donuts has more than 5,800 stores in the United States and 29 other countries. For more information, visit www.dunkindonuts.com.