

DUNKIN' DONUTS ASKS "HOW DO YOU KEEP AMERICA RUNNING?"

CANTON, MA (January 23, 2008) - Dunkin' Donuts, the world's largest coffee and baked goods chain, recently launched a Dunkin' Donuts brand channel (www.youtube.com/dunkindonuts) on YouTube™, the leading online video community that allows people to discover, watch and share originally created videos.

Through March 1, 2008, people across the U.S. are invited to create videos to share on YouTube, which receives more than 57 million visitors a month. Dunkin' Donuts is inviting hard-working Americans to answer the question, "How Do You Keep America Running?" A panel of judges will evaluate the submissions, and visitors to the site will rate the videos to determine 50 winners who will receive a year's supply of Dunkin' Donuts coffee. The top ten videos may also be featured on www.DunkinDonuts.com and other web sites.

"Our loyal customers regularly tell us stories, both heart-warming and funny, about how they keep this country running," said Dunkin' Donuts Brand Marketing Officer Frances Allen. "We're pleased to launch our new YouTube channel to give people a chance to tell their unique stories in their own creative way."

User-generated videos can be serious, heartwarming or fun, while telling the story of how each person keeps America running, such as a Little League coach who's been cheering on his teams for 30 years, or a teacher who's always gone the extra mile for her students.

The Dunkin' Donuts video contest will be supported through online advertising with YouTube channels and its partners, Google, CNN.com/living and other online communities. For more information, including complete rules and eligibility, visit www.youtube.com/dunkindonuts.

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular 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 hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,200 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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