



## DUNKIN'™ DONUTS CELEBRATES 65 YEARS WITH SPECIAL OFFER FOR DD PERKS® MEMBERS

### Dunkin'™ Donuts announces the company has surpassed three million DD Perks® program members

CANTON, MA (June 11, 2015) -- This spring marks Dunkin' Donuts' 65<sup>th</sup> birthday, and to help celebrate the occasion, the brand has a special one-day offer for its DD Perks® members. Today, June 11<sup>th</sup> only, Dunkin' Donuts DD Perks members will receive 65 bonus points with the purchase of any beverage and a donut. As an added bonus, any guest who comes back to a Dunkin' Donuts restaurant later in the day and purchases another beverage and donut will receive an additional 65 points.

Dunkin' Donuts today also announced that the brand has enrolled more than three million DD Perks members since the program launched at the beginning of 2014. According to Scott Hudler, Vice President, Global Consumer Engagement at Dunkin' Donuts, "For 65 years, we've been driven by a commitment to demonstrate our appreciation for the people who make Dunkin' Donuts part of daily life. With more than three million members in less than 18 months, we believe our DD Perks program resonates as a meaningful way we thank people for their loyalty, and enhance their visits to Dunkin' Donuts."

With DD Perks, guests earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled Dunkin' Donuts Card, either plastic or via the Dunkin' Mobile® App. Once a member accrues 200 points, he or she receives a coupon for a free any-size beverage of their choice, redeemable at participating Dunkin' Donuts restaurants. Members have the opportunity to share their rewards through the Dunkin' Mobile App with friends, family and colleagues to help keep them running on Dunkin'. DD Perks members also receive a coupon for a free, any-size beverage upon enrollment and on their birthday. To enroll in DD Perks, download the Dunkin' Mobile App or visit [www.DDPerks.com](http://www.DDPerks.com).

The DD Perks program is fully integrated into the Dunkin' Mobile App for enrollment and mobile payment, and is available for free from the App Store on iPhone or iPod touch or at [www.itunes.com/appstore](http://www.itunes.com/appstore) and from the Google Play Store at <https://play.google.com/store>. Through the App, guests can enroll in DD Perks, view point balances, access exclusive offers and much more. The Dunkin' Mobile App also allows guests the option of sending virtual Dunkin' Donuts Cards to friends, family and colleagues with the mGift feature. Dunkin' Donuts Cards can be mGifted three ways: via text, email, or Facebook Connect. Dunkin' Donuts Cards are available in-store in amounts from \$2 to \$100, at many pharmacy and big box retailers, as well as through the Dunkin' Mobile App and at [www.DunkinDonuts.com](http://www.DunkinDonuts.com). Dunkin' Donuts Cards never have fees and they never expire.

To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](http://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](http://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 hot regular/decaf/flavored coffee, iced 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 nine years running. The company has more than 11,300 restaurants in 37 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).