



DUNKIN'™ DONUTS CELEBRATES FIRST YEAR OF ITS MOBILE APP WITH SPECIAL ANNIVERSARY ■ TWITTER SWEEPSTAKES

Dunkin' App has been downloaded more than 3.5 million times in its first year

Company also announces that most Dunkin' Donuts U.S. restaurants now offer free high-speed Wi-Fi

CANTON, MA (August 16, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is celebrating today the one-year anniversary of the brand's mobile application for payment and gifting. In just its first year, the Dunkin' App has been downloaded more than 3.5 million times, giving people across the country a quick and convenient way to pay for Dunkin' Donuts food, beverages and merchandise, as well as receive special discounts and offers. To mark these milestones with its guests, Dunkin' Donuts today launched a special new "DD Mobile Appiversary" Twitter Sweepstakes, giving 365 fans the chance to win a \$10 Dunkin' Donuts mGift.

Beginning today and continuing through 5 p.m. on Sunday, August 18, followers of @DunkinDonuts on Twitter are asked to visit the Dunkin' App and locate their favorite Dunkin' Donuts restaurant in the app's "Store Locator" function. Fans who take a screenshot of this or a picture of their favorite Dunkin' Donuts location and tweet it to @DunkinDonuts, using special hashtag #DunkinApp, are eligible to win a \$10 mGift to enjoy their favorite Dunkin' Donuts food and beverages. A total of 365 participants, representing the days since the Dunkin' App launch, will be selected to win. No purchase necessary, 18+ to enter, Void where prohibited. For additional terms and conditions related to Dunkin' Donuts' "Mobile Appiversary Sweepstakes," please visit:

http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/DD_Mobile_Appiversary_Twitter_Sweeps.html

The Dunkin' App for mobile payment and gifting enables guests to pay for food, beverages and merchandise at participating U.S. Dunkin' Donuts restaurants by scanning their Dunkin' Donuts Cards stored in the app either in-store or at the drive-thru. Featuring language settings that enable users to view content in English or Spanish, the Dunkin' App is available for free from the App Store on iPhone or iPod touch or at www.itunes.com/appstore and from the Google Play Store at <https://play.google.com/store>. The Dunkin' App also allows guests the option of sending Dunkin' Donuts virtual cards to friends, family and colleagues with the mGift feature. Dunkin' Donuts Cards can be mGifted three ways: via text, email or Facebook Connect. Guests can also enjoy mobile offers via the "My Offers" tab, where they can receive exclusive, geo-targeted regional discounts and promotional offers for Dunkin' Donuts' famous coffee and other favorite menu items.

"Our guests rely on their mobile devices more than ever, and in just one year our Dunkin' App has helped millions of busy, on-the-go people run on Dunkin' faster and more conveniently. As a brand that is distinguished for finding new and innovative ways to offer the very best guest experience, we are excited to celebrate this particular anniversary with our fans," said John Costello, President, Global Marketing and Innovation at Dunkin' Brands.

As part of the brand's efforts to help keep people connected as they keep themselves running on Dunkin', Dunkin' Donuts announced today that almost all of its U.S. restaurants offer free Wi-Fi for all guests, and the vast majority of these restaurants (more than 80%) offer high-speed Wi-Fi access. Dunkin' Donuts' new store design, unveiled this spring, incorporates many new features for guests who seek a longer, more relaxed visit as part of their day, including convenient electrical outlets and bar top areas for smartphones and computers. For anyone seeking a place to check email or browse the Internet while enjoying delicious food and beverages, Dunkin' Donuts is now the 'hot spot' to keep running both online and offline through the summer and beyond.

Dunkin' Donuts has also announced plans to roll out a new DDPERKS® Rewards loyalty program to enable an even deeper engagement with guests. The new program, expected to be introduced later in the year, will offer guests rewards for enjoying their favorite Dunkin' Donuts food and beverages.

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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