



DUNKIN' DONUTS DEBUTS NEW CELEBRITY ADVERTISING CAMPAIGN

CANTON, Mass. (July 16, 2007) -- Dunkin' Donuts, the largest coffee and baked goods chain in the world, today debuted the latest spots in the America Runs on Dunkin' campaign, featuring television advertisements directed by screenwriter, director, producer and actor Zach Braff. Two spots within the campaign debuted today, featuring supermodel Naomi Campbell and Kiss guitarist Ace Frehley in support of Dunkin' Donuts Iced Tea and Iced Latte summer beverages, respectively.

Created by Hill Holiday of Boston, Massachusetts, the new multi-million dollar campaign consists of national, regional and local television placements and will run through the end of the year.

Dunkin' Donuts' new light-hearted campaign uses the celebrities as "foils" to illuminate how Dunkin' Donuts understands and celebrates the everyday folks who make America run. Braff, who starred in, wrote and directed the critically acclaimed Garden State, brought the campaign to life through his direction. In the spots, Campbell and Frehley are showcased attempting to do everyday tasks, juxtaposed with non-celebrity folks who upstage the celebrities and do a better job completing the tasks due to their unpretentious, down-to-earth attitude and a little help from Dunkin' Donuts products.

"By casting the celebrity in a role that pokes fun at their public persona, we are taking a unique approach with these ads," said Robert Rodriguez, Dunkin' Donuts brand president. "The celebrities have been great sports in allowing themselves to be portrayed this way, so therefore we can highlight the everyday women and men who keep this country running as celebrities in their own right."

Other celebrity spots will debut later in the year.

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 franchised restaurants in 31 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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