



DUNKIN' DONUTS DECLARES TODAY "ICED COFFEE DAY"

Small Iced Coffees for 50 Cents; Portion of Proceeds to Benefit Homes for Our Troops

Event Supports Company's Commitment to Recruit One Million New Volunteers for Homes for Our Troops

CANTON, Mass. (April 21, 2009) -- Today, enjoying a small cup of refreshing Iced Coffee can make a big difference for severely injured veterans. Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, has declared April 21 to be "Iced Coffee Day." Small (16 oz) Iced Coffee beverages will be served all day for the reduced price of 50 cents at participating shops nationwide. For every small Iced Coffee purchased, Dunkin' Donuts will donate five cents to benefit Homes for Our Troops, a national, non-profit organization dedicated to building specially adapted homes for severely injured veterans.

As part of a wider effort, on April 2, Dunkin' Donuts also launched a nationwide call to recruit one million new volunteers to support Homes for Our Troops and our nation's courageous servicemen and women. Since then, Homes for Our Troops has seen nearly a 25 percent increase in new volunteers. For more information about volunteer opportunities, please visit www.dunkindonuts.com/icedcoffeeday.

"We look forward to providing our refreshing, double-brewed iced coffee for 50 cents to our valued customers," said Frances Allen, Dunkin' Donuts' Brand Marketing Officer. "Through our Iced Coffee Day event we intend to show our appreciation to both our customers and the veterans who have given selflessly to their country, and we hope our partnership with Homes for Our Troops will inspire our customers to also do their part through volunteerism."

Dunkin' Donuts began its partnership with Homes for Our Troops in December 2008 when the Dunkin' Brands Community Foundation, which is dedicated to serving those who serve others ? especially in times of crisis ? donated \$100,000 to the organization to support ten "Build Brigades." A "Build Brigade" is a three-day construction blitz to get a house framed and install doors, windows, a roof and siding. In 2009, professional trades people and volunteers are expected to participate in more than 30 "Build Brigades" throughout the country.

"Dunkin' Donuts continues to demonstrate its dedication to supporting military families and soldiers serving overseas," said John Gonsalves, President & Founder of Homes for Our Troops. "Through its ongoing support, we are able to provide severely injured veterans who have returned from Iraq and Afghanistan, and sacrificed so much for their country, with specially adapted homes that enable them to regain independence lost as a result of their injuries."

For more information, please visit www.dunkindonuts.com/icedcoffeeday.

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

About The Dunkin' Brands Community Foundation

The Dunkin' Brands Community Foundation brings together a wide network of stakeholders, including our Dunkin' Donuts and Baskin-Robbins franchisees, crew members and employees, to support the service and leadership of emergency response organizations ? especially in times of crisis. The Foundation supports emergency responders by providing financial assistance, building capacity, developing partnerships, encouraging volunteerism and honoring local heroes. To learn more about the Dunkin' Brands Community Foundation, please visit www.dunkinbrands.com/foundation.

About Homes for Our Troops

Homes for Our Troops is a national non-profit 501(c) 3 organization based in Taunton, MA founded by John Gonsalves in 2004. Homes for Our Troops' mission is to build specially adapted homes for severely injured veterans that have returned from Iraq and Afghanistan. All specially adapted homes are built at no cost to the veteran thanks to foundation grants, corporate sponsors and generous support from countless volunteers.

Homes for Our Troops is proud to be listed in the American Institute of Philanthropy's top rated Veterans & Military Charities where it holds an A rating. Homes for Our Troops is a member of the US Green Building Council. For more information please visit www.homesforourtroops.org.

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