



DUNKIN' DONUTS EXPANDS OVEN-TOASTED MENU WITH NEW SOUTHWEST CHICKEN FLATBREAD SANDWICH

CANTON, MA (June 30, 2008) - Dunkin' Donuts, America's favorite everyday, all-day stop for coffee and baked goods, is spicing up summer with sizzling Southwest flavor with the addition of its new Southwest Chicken Flatbread Sandwich, available year-round at Dunkin' Donuts restaurants nationwide beginning today. The newest addition to Dunkin' Donuts' Oven-Toasted all-day menu features a grilled chicken fillet topped with cheddar cheese, grilled peppers and onions and a maple-chipotle sauce, all perfectly pressed in a tasty flatbread.

The introduction of the Southwest Chicken Flatbread Sandwich provides customers with an exciting new all-day menu choice at a time when both chicken sandwiches and southwest flavors are growing in popularity among consumers seeking options to burgers and fried foods. According to the NPD Group, the chicken sandwich category grew 8% in the quick service restaurant industry over the past year, reaching more than 3 billion servings for 2007.

According to Dunkin' Donuts Brand Marketing Officer Frances Allen, the new Southwest Chicken Flatbread Sandwich provides busy, on-the-go customers with bold new flavors and ingredients. "Today's time-starved consumer wants a wide variety of quick, delicious foods and beverages, available all day and every day, without compromising quality or taste," she said. "With our new Southwest Chicken Flatbread, we are continuing to break down the limitations of traditional menus and offer Americans exciting and unique choices for keeping themselves running whether it's 8 AM or 8 PM."

Dunkin' Donuts' Oven-Toasted menu launched earlier this year as the most significant change to Dunkin' Donuts product lineup since the company launched espresso-based beverages in 2003. In order to introduce the new menu, Dunkin' Donuts shops received an entirely new cooking platform. New cooking ovens, using patented technologies, deliver the "Oven-Toasted" result. Exciting Dunkin' Donuts' Oven-Toasted menu items available all throughout the day include:

- Flatbread Sandwiches, easy to hold and eat. In addition to the new Southwest Chicken, these hot, crispy sandwiches are available in three classic flavors: Turkey, Cheddar & Bacon; Ham & Swiss; and Grilled Cheese.
- Hash Browns, lightly seasoned and served as bite-sized medallions. The special Hash Browns container was specifically designed to fit neatly into a car cupholder, perfect for on-the-go occasions.

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is the #1 retailer of hot and iced regular coffee-by-the-cup in America, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the #1 ranking for customer loyalty in the coffee category by Brand Keys for two years running. The company has more than 7,900 restaurants in 30 countries worldwide. In 2007, Dunkin' Donuts' global system-wide sales were \$5.3 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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