

Dunkin' Donuts Goes to Mars in 2008

CANTON, Mass. (January 14, 2008) -- Dunkin' Donuts, the world's largest coffee and baked goods chain, is launching the new year on a chocolate note with the introduction of three new chocolate menu items to satisfy everyone's sweet tooth: a Milky Way® Hot Chocolate, an M&M's® Donut, and Dunkin's own Triple Chocolate Muffin.

Dunkin' Donuts has partnered with Mars, Inc. in creating two of these new treats featuring Mars' signature confections, Milky Way and M&M'S Chocolate Candies. Milky Way Hot Chocolate is a rich, smooth, hot beverage that blends chocolate, caramel and vanilla nougat flavors, just like the classic candy bar. Milky Way Hot Chocolate complements Dunkin' Donuts' line of freshly brewed hot beverages and is available in participating Dunkin' Donuts restaurants nationwide. This exciting new permanent beverage offering joins Dunkin' Donuts' classic Hot Chocolate and White Hot Chocolate--hot beverage selections that warm Dunkin' Donuts busy, on-the-go customers through the winter months. All Hot Chocolate beverages are topped off with a dollop of whipped cream.

The M&M's Donut, covered in chocolate or vanilla icing and sprinkled with colorful mini M&M's, is a fun, creative addition to Dunkin' Donuts' extensive donut line. The M&M's Donut is available at participating Dunkin' Donuts restaurants nationwide through March.

Dunkin' Donuts rounds out its New Year's product introductions with its Triple Chocolate Muffin. Featured in participating restaurants through March, this decadent bakery creation is made with a blend of rich cocoa, packed with two kinds of chocolate chips and topped with powdered sugar.

"Dunkin' Donuts is delighted to offer an exciting Mars Chocolate brand infused menu to allow our customers to indulge their love of chocolate with delicious new food and beverage choices," said Robert Rodriguez, Dunkin' Donuts brand president.

Dunkin' Donuts is committed to expanding its number of existing U.S. stores--moving into new markets while expanding in its current cities. Within the past year, the company has launched plans or entered into agreements for significant expansion in Las Vegas, Indianapolis, Phoenix, Dallas, Austin and Houston, among other locations. Dunkin' Donuts' first Las Vegas store set an opening week sales record, making Las Vegas the site of the most successful new store opening in Dunkin' Donuts' 57-year history.

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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.

About Mars, Incorporated:

Mars, Incorporated, is a privately-held company that produces some of the world's leading confectionery, food, petcare, beverage, and health & nutrition products, and operates in more than 65 countries. Headquartered in McLean, Virginia, Mars, Incorporated employs more than 12,000 associates in the United States and 43,000 associates worldwide with 54 sites nationally and more than 100 manufacturing facilities globally. The company's global sales exceed \$21 billion annually.