

Dunkin' Donuts "Goes Tropical"

CANTON, Mass. (April 20, 2007) ? Dunkin' Donuts today revealed an exciting new flavor to its popular smoothie beverage line ? Tropical Fruit. A blend of real pineapple, banana and coconut flavors with low-fat yogurt, the Tropical Fruit Smoothie is a good source of vitamin C and calcium and provides a healthier snack or on-the-go meal option for busy customers. With more than 5,300 restaurants in the U.S., Dunkin' Donuts is one of the nation's leading retailers of smoothies.

In a recent report published by Packaged Facts, exotic and tropical fruit flavors became popular in 2006 and are expected to increase this year. Additionally, pineapple is currently one of the most popular ingredients for fruit smoothies on menus, according to Technomic, a food industry research and consultant firm.

"The Tropical Fruit Smoothie demonstrates our commitment to menu innovation and to raising the bar on the quality and variety of food and beverages available to our customers" said Joe Scafido, Chief Creative and Innovation Officer, Dunkin' Brands. "We invite customers to take a tropical break from their hectic day and enjoy a delicious snack alternative while sipping the Tropical Fruit Smoothie."

Dunkin' Donuts Smoothies were developed in 2006 in response to rising interest from consumers for all-day, on-the-go options. The company's Smoothies are available in 16-, 24- and 32-oz. sizes and in four delicious flavors: new Tropical Fruit, Wildberry, Mango Passion Fruit and Strawberry Banana. Suggested retail prices for Smoothies are: small-\$3.39; medium-\$4.39; large-\$4.99.

Dunkin' Donuts' Tropical Fruit Smoothie is available at participating restaurants nationwide starting April 23. For more information on smoothies and other beverages and culinary creations from Dunkin' Donuts, please visit www.DunkinDonuts.com.

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 restaurants in 30 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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