



## DUNKIN' DONUTS INTRODUCES NEW MENU ITEMS FOR THE START OF THE NEW YEAR

CANTON, MA (January 3, 2013) – [Dunkin' Donuts](http://www.DunkinDonuts.com), America's all-day, everyday stop for coffee and baked goods, is keeping people running in 2013 with several new menu items to welcome the New Year. For starters, Dunkin' Donuts has introduced new Dark Hot Chocolate, a permanent addition to the brand's beverage lineup. Dunkin' Donuts' Dark Hot Chocolate puts a rich new spin on the classic Hot Chocolate, with the indulgent flavor of dark chocolate.

This month, bagel lovers can "toast" to a new bagel variety at Dunkin' Donuts as well. Dunkin' Donuts, the number one retailer of bagels in the United States\*, today introduced the new French Toast Bagel. Served oven-toasted, the new French Toast Bagel features the delicious flavors of cinnamon, egg, vanilla and butter with an authentic crust and a soft, chewy inside. For some extra cinnamon kick, Dunkin' Donuts' bagels can now be paired with Dunkin' Donuts' new Reduced Fat Cinnamon Cream Cheese Spread. Both menu items are available all day at participating Dunkin' Donuts restaurants nationwide for a limited time.

Dunkin' Donuts is also making a big splash at the start of the year with the new Dunkin' Donuts SeaWorld Sweepstakes. Now through February 28, 2013, Dunkin' Donuts guests can enter for a chance to win a trip to SeaWorld's Antarctica: Empire of the Penguin exhibit in Orlando, FL. For a chance to "walk in the penguin's icy WonDDerland," guests can either text "SeaWorld" to 26739, or visit [www.seaworldsweeps.com](http://www.seaworldsweeps.com) to enter. The Coca-Cola Company is the official sponsor of the sweepstakes. In addition, participating Dunkin' Donuts restaurants will offer a Penguin's Pick donut, a vanilla frosted yeast donut with chocolate sprinkles.

For more information about Dunkin' Donuts, please visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](http://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](http://www.twitter.com/DunkinDonuts)).

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### About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).