



## DUNKIN'™ DONUTS INTRODUCES SIMPLY ORANGE® WITH TWITTER SWEEPSTAKES FOR CHANCE TO WIN A FLORIDA VACATION

To celebrate National Orange Juice Day, Dunkin' Donuts' "SimplyOJDD" Twitter promotion offers fans chances to win \$50 mGifts and a Florida trip for two

Simply Orange®, vitaminwater® and POWERADE® now available at participating Dunkin' Donuts restaurants nationwide

With National Orange Juice Day this Saturday, May 4, [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is giving fans easy ways to squeeze some simple excitement from the holiday right now, including an opportunity to win a trip to Florida. Dunkin' Donuts today announced that Simply Orange® not-from-concentrate orange juice is now available in refrigerated beverage coolers at participating Dunkin' Donuts restaurants nationwide. To celebrate National Orange Juice Day and the introduction of Simply Orange, Dunkin' Donuts also today launched a special "SimplyOJDD" Twitter sweepstakes, offering fans the chance to answer "simple" questions for the chance to win Dunkin' Donuts mGifts and a vacation for two to Florida for two nights.

Beginning today through National Orange Juice Day on Saturday, each day Dunkin' Donuts will pose Twitter followers a new question around keeping it simple, such as "Tell us one simple way to get your day running" or "What is one simple thing that makes your day better?" People can tweet their answer to [@DunkinDonuts](#) on Twitter, using the designated hashtag #SimplyOJDD. Each day, Dunkin' Donuts will select two winners to receive a \$50 mGift. At the conclusion of the sweepstakes, one grand prize winner will receive a vacation for two to Florida for two nights, including airfare and hotel.

There is no purchase necessary and the sweepstakes is open to legal U.S. residents residing in the fifty (50) United States, including the District of Columbia, who are eighteen (18) years of age or older. Void where prohibited. For additional terms and conditions related to Dunkin' Donuts' "SimplyOJDD Sweepstakes," please visit: [http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/SIMPLYOJDD\\_SWEEPS.html](http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/SIMPLYOJDD_SWEEPS.html).

Simply Orange is 100% not-from-concentrate orange juice that does not contain added water, sugar or preservatives and is gently pasteurized to ensure a fresh-squeezed taste experience. In addition to Simply Orange, Dunkin' Donuts today announced that POWERADE® and vitaminwater® are now also available in refrigerated beverage coolers at participating Dunkin' Donuts restaurants nationwide.

In April of 2012, Dunkin' Brands announced an agreement with The Coca-Cola Company to make Coca-Cola soft drinks, juices, enhanced waters and energy drinks available at Dunkin' Donuts and Baskin-Robbins restaurants. According to John Costello, Dunkin' Brands' President, Global Marketing and Innovation, "Our partnership with The Coca-Cola Company is all about giving our guests an even greater array of outstanding beverage options along with our famous coffee, baked goods and sandwiches. With the addition of Simply Orange, POWERADE® and vitaminwater®, Dunkin' Donuts is reinforcing our position as the brand that offers busy, on-the-go people the most choices for keeping themselves running any time of day."

To learn more about Dunkin' Donuts, 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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