

Dunkin' Donuts Introduces Tropicana®½ Orange Coolatta®½ Slush Drinks

CANTON, Mass. (July 11, 2005) - Dunkin' Donuts, the largest coffee and baked goods chain in the world, is teaming up with Tropicana, the number one juice brand, to launch an exceptionally refreshing iced, slushy beverage in time for the summer. The new co-branding venture between Dunkin' Donuts and Tropicana creates a double dose of excitement for consumers.

The new beverage, made with real Tropicana orange juice, is another example of product innovation that has helped Dunkin' Donuts become a leader in the frozen drink category. Dunkin' Donuts introduced the Original COFFEE COOLATTA® beverage in 1995 and it is still a top selling product in the frozen beverage market today.

"The love and trust juice drinkers have for Tropicana combined with Dunkin' Donuts product and flavor innovation leadership is a recipe for success," said John Gilbert, vice president of marketing for Dunkin' Donuts. "Partnering with Tropicana presents exciting new possibilities for us, as we continue to strive to meet our consumers' demand for more flavor choices," Gilbert added.

Tropicana Orange Coolatta is currently available at participating Dunkin' Donuts stores at the suggested retail price of small (\$2.59), medium (\$3.29), and large (\$3.99).

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of 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 donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,100 shops in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. and part of Allied Domecq PLC, a highly successful and dynamic global business in spirits, wines and quick service restaurants. For more information, visit www.DunkinDonuts.com.