



Dunkin' Donuts Keeps Rachael Ray Running in New Ads

CANTON, Mass. (May 1, 2007) -- Dunkin' Donuts, the largest coffee and baked goods chain in the world, recently launched its marketing campaign with Rachael Ray, best-selling author and host of TV's highest-rated new syndicated daytime show. Through a major national broadcast, online and print ad campaign, the company's new brand representative will show Americans how Dunkin' Donuts coffee gets her going and allows her to keep running all day long.

Created by Hill Holiday of Boston, Massachusetts, the new \$40 million multi-channel marketing campaign consists of a media mix of television, radio, print, outdoor and online spot placements. In addition, Dunkin' Donuts will augment its advertising campaign with in-store marketing and personal appearances by Ray to benefit the brand. The campaign reflects the company's "America Runs on Dunkin'" platform and showcases Ray on the move at a fast pace, visiting a Dunkin' Donuts store for her morning coffee and bagel.

"Rachael Ray embodies the spirit of our loyal customers," said Robert Rodriguez, Dunkin' Donuts brand president. "As an energetic self-starter, she not only understands the benefits of a great-tasting cup of Dunkin' Donuts coffee served fast, she also counts on it to fuel her every day."

As its new brand representative, Ray will appear in a multi-platform marketing campaign for Dunkin' Donuts through 2010. Ray will also lend her perspective to the Dunkin' Donuts culinary team in the development of new, "better for you" food and beverage options.

Adored by millions for her originality and down-to-earth style, Ray is best known for her "30-Minute Meals," recipes that answer the needs of busy Americans -- great tasting, easy-to-make meals with inexpensive ingredients.

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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 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.

About Rachael Ray

Rachael Ray is the author of more than a dozen cookbooks, including Express Lane Meals and Rachael Ray 2-4-6-8: Cooking for Couples or Crowds, and host of the wildly popular "30 Minute Meals" and "Tasty Travels" shows on the Food Network. She is also the Editor-In-Chief of her own food and lifestyle magazine Every Day With Rachael Ray. Additionally, Ray has a line of knives, cook wear and bedding.

In September 2006, "Rachael Ray," a nationally syndicated daytime show produced by CBS Television Distribution and Harpo Productions, launched as the highest rated syndicated show launch since 2002.

Rachael Ray is represented by the William Morris Agency.

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Dunkin' Donuts

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