

Dunkin' Donuts Kicks Off New Year With A Warming Donation

Boston, MA (January 15, 2002) -- Dunkin' Donuts today announced the donation of 55,000 pounds of ready-to-brew coffee to fire stations in major Dunkin' Donuts markets across the nation. The Dunkin' Donuts coffee donation features a fresh, new look on its packaging with the introduction of the new Dunkin' Donuts logo design. Marking the first change in nearly 20-years, the new logo features a steaming coffee cup beside the signature pink and orange colors.

Dunkin' Donuts' donation of 55,000 pounds of coffee to fire departments across the U.S. demonstrates its support and appreciation of firefighters who take on their jobs unconditionally with courage and determination. Firefighters and others who work 24-hours a day, seven days a week, have been core Dunkin' Donuts consumers for decades.

"Our coffee donation shows our appreciation for the men and women who serve and protect our communities," said Ken Kimmel, vice president, Dunkin' Donuts Concepts. It seemed natural to announce our new logo in conjunction with today's 55,000-pound coffee donation to the Boston Fire Department in our hometown. Many Boston firefighters are already loyal Dunkin' coffee fans and we're big supporters of the great job they do for us."

The coffee donation kicks off today at Engine 37, Ladder 26 located at 560 Huntington Avenue in Boston. Simultaneous donations are scheduled throughout the nation in areas where Dunkin' Donuts shops are located. For each Dunkin' Donuts shop, approximately 15 pounds of coffee will be donated to fire stations in that market.

"We are thankful for Dunkin' Donuts' donation of coffee," said Commissioner Paul Christian. "With firefighters' 24-hours-a-day schedule, coffee is always on in our firehouses."

The Boston Fire Department is the nation's oldest municipal department, dating back to 1678. Its 1,550 firefighters protect more than one million people during the day, working and living in Boston.

The new logo is currently rolling out in Dunkin' Donuts shops nationwide and will be featured on all paper goods, in-store point-of-sale materials and signage.

Dunkin' Donuts, Inc. is the largest coffee and baked goods chain in the world, providing its loyal customers with high quality coffee, donuts and other related baked goods since 1950. The company boasts over 3,500 locations in the United States and approximately 1,500 locations in 35 other countries around the world. Dunkin' Donuts is based in Randolph, MA, and is a wholly-owned subsidiary of Allied Domecq PLC.