



## DUNKIN' DONUTS NAMED 2009 MITX INTERACTIVE MARKETER OF THE YEAR

CANTON, Mass. (Nov. 19, 2009) – Dunkin' Donuts, America's all day, every day stop for coffee and baked goods, is proud to announce it has been named the 2009 Massachusetts Innovation & Technology Exchange (MITX) "Interactive Marketer of the Year" at the 14th annual Interactive Awards recognizing achievements in interactive technology development and implementation in New England. The awards ceremony was held on Nov. 17 at the Copley Marriott in Boston.

In addition to MITX's "Interactive Marketer of the Year," Dunkin' Donuts also won the "Best Cross Media Campaign" award for its "Create Dunkin's Next Donut Contest." Additionally, the company was a finalist in the "Rich Internet Application" category for its Dunkin' Run social platform and a finalist in the "Best Use of Social Media" category for its Keep It Coolatta® Facebook promotion.

"The MITX Awards celebrates creativity, technology innovation and great business solutions. Dunkin' Donuts, winner of both our 'Best Cross Media Campaign,' and our 'Interactive Marketer of the Year' awards, show how it all comes together through innovative web applications and marketing strategies that move brands and build businesses across every industry," said Kiki Mills, president of MITX. "MITX is proud to be the foundation for New England's vibrant digital community and to recognize the game changing advances made in our own backyard. We congratulate Dunkin' Donuts in their wins."

"We are extremely proud of this recognition for our innovative interactive marketing efforts during a particularly exciting period in this ever-evolving digital age," said Cynthia Ashworth, Dunkin' Donuts Vice President of Consumer Engagement. "We're excited about the seemingly endless possibilities to further engage our loyal and passionate fanbase and we are intent on continuing to make strides in this area."

Earlier this year, Dunkin' Donuts launched its first-ever "Create Dunkin's Next Donut" contest for which entrants created their own virtual donuts on [dunkindonuts.com/donut](http://dunkindonuts.com/donut). The contest drew 130,000 online entrants and 330,000 virtual donut creations, along with 3 million Facebook impressions. Twelve finalists traveled to Dunkin' Donuts University in Braintree, Mass. for a judged bake-off competition. The Grand Prize winner won \$12,000 and had his "Toffee For Your Coffee" donut creation sold in Dunkin' Donuts nationwide, for a limited time.

Among numerous interactive initiatives and digital promotions, Dunkin' Donuts has also been actively engaging with consumers on social media channels. Twitter and Facebook have increasingly become digital communal extensions of Dunkin' Donuts and exciting channels for fans to interact with the brand.

The judging committee for the MITX awards was composed of more than 100 members of the media, industry analysts, academia, creative directors, chief technology officers, webmasters, developers, producers, content providers and marketing executives.

The MITX Awards is the largest and most prestigious awards competition in the country for interactive and web innovations and celebrates the best creative and technological accomplishments emerging from New England.

Studiocom is the digital agency of record, Hill Holliday is the advertising agency of record and RF|Binder is the public relations agency for Dunkin' Donuts.

### About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

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