



## Dunkin' Donuts Names Cynthia Ashworth Vice President, Consumer Engagement

CANTON, Mass. (Sept. 16, 2008) - Dunkin' Donuts, America's favorite everyday, all-day stop for coffee and baked goods, is pleased to announce that Cynthia Ashworth has joined the company's marketing team in the newly created position of Vice President, Consumer Engagement.

Ms. Ashworth will be responsible for all Dunkin' Donuts' consumer messaging, including advertising, media, interactive marketing and in-store retail. Ms. Ashworth will report to Frances Allen, Dunkin' Donuts Brand Marketing Officer.

Ms. Ashworth joins Dunkin' Donuts with more than 15 years of functional and leadership experience, most recently as the Senior Vice President of Marketing for the Oxygen Network, where she was responsible for all consumer and business-to-business marketing for the media company. Prior to Oxygen, Ms. Ashworth spent eight years with the advertising agency, Kirshenbaum Bond + Partners, where she led the Account Management department. Before her tenure with Kirshenbaum + Partners, Ms. Ashworth served as a partner and account director with JWT.

"Cynthia has a terrific track record for driving business results in wide-ranging categories," Frances Allen said. "We're thrilled to have such a seasoned integrated marketing executive come aboard during this exciting time for Dunkin' Donuts."

Ms. Ashworth received her MBA at the University of Virginia and her undergraduate degree from the University of Toronto. She has received industry recognition that includes BDA/Promax awards (for Campaign of Distinction and Website Gold), a Bronze Effie, and a Webby Award. Ms. Ashworth will be relocating to the Boston area from Brooklyn, New York.

### About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is the #1 retailer of hot and iced regular coffee-by-the-cup in America, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the #1 ranking for customer loyalty in the coffee category by Brand Keys for two years running. The company has more than 7,900 restaurants in 30 countries worldwide. In 2007, Dunkin' Donuts' global system-wide sales were \$5.3 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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