



DUNKIN' DONUTS NUMBER ONE IN CUSTOMER LOYALTY

CANTON, MA (March 2, 2009) -- Dunkin' Donuts has brewed a Brand Keys "three-peat." For the third year in a row, Dunkin' Donuts, America's all day, every day stop for coffee and baked goods, ranked number one in customer loyalty in the coffee category by the Brand Keys Customer Loyalty Engagement Index. Brand Keys, Inc., a research consultancy considered the world leader in customer loyalty and engagement metrics, conducted the national survey. According to the survey, Dunkin' Donuts was the leading brand for consistently meeting or exceeding customer expectations.

"We are extremely excited and grateful to have earned the top ranking for customer loyalty three years running," said Frances Allen, Dunkin' Donuts Brand Marketing Officer. "This great honor is a testament to our franchisees, who strive every day to deliver high-quality coffee and baked goods with fast and friendly service. As a result of their efforts, Dunkin' Donuts has become a daily ritual in millions of our customers' lives."

"Dunkin' Donuts' third Customer Loyalty and Engagement award is a tribute to the brand's ability to provide customers with more than just high-quality coffee and baked goods," said Robert Passikoff, founder of Brand Keys. "Today, value matters more than ever to consumers, and in terms of service and quality and variety, Dunkin' has been able to meet consumers' very high expectations in a tough marketplace. We applaud their success."

The Brand Keys recognition follows the recent launch of Dunkin' Donuts' "You Kin' Do It" advertising and marketing campaign, for which the company has implemented several programs to make life a little brighter and more affordable for consumers. To help Arizona football fans get over their championship loss, Dunkin' Donuts offered a free donut to customers in all of the company's Phoenix-area stores. Tampa Bay customers were treated to a free cup of coffee every Wednesday in February. And, to help encourage people to keep America running during these challenging times, Dunkin' Donuts distributed tens of thousands of free subway tokens to commuters in Boston and New York, and paid for parking in select areas of Buffalo, NY.

Dunkin' Donuts has set the standard for offering a superior grade of coffee, and the company sells more than one billion cups of hot and iced coffee every year. In 2008, an independent taste test showed that Americans preferred Dunkin' Donuts coffee over Starbucks.

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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 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.

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