



DUNKIN' DONUTS NUMBER ONE IN CUSTOMER LOYALTY FOR FOURTH STRAIGHT YEAR

CANTON, MA (February 16, 2010) – As Dunkin' Donuts commemorates its 60th "BirthDDay," the brand has earned another cause for celebration. For the fourth straight year, Dunkin' Donuts, America's all day, every day stop for coffee and baked goods, has been recognized by the Brand Keys Customer Loyalty Engagement Index as number one in customer loyalty in the coffee category.

The 13th annual national survey by Brand Keys identifies brands that are best able to engage consumers by meeting or exceeding their expectations, which creates loyal customers. The report accurately predicts which products consumers are most likely to purchase over the next 12 to 18 months. In the coffee category, consumer preferences were based on consistently meeting customer expectations for taste, quality, and service.

"This great honor is a tribute to our franchisees' commitment to our guests. Through their tireless efforts, Dunkin' Donuts has become a daily ritual for millions of people who start their day with America's favorite coffee and look to Dunkin' Donuts to keep them running in the afternoon with a wide variety of beverages and snacks," said John Costello, Chief Global Customer and Marketing Officer at Dunkin' Brands. "We are thrilled to have earned the top ranking for customer loyalty four years running, and look forward to continuing to provide our guests with simple, delicious, affordable food and beverages."

Brand Keys is the only research consultancy in the world that specializes in customer loyalty. The Customer Loyalty Engagement Index identifies category brand leaders -- those most likely to demonstrate the highest levels of consumer loyalty and profitability over the coming two years.

"In what has turned into a more and more competitive category, it is a tribute to the Dunkin' brand that it has been able to meet the expectations consumers have when it comes to their coffee," said Robert Passikoff, Founder & President, Brand Keys.

Dunkin' Donuts is the largest coffee and baked goods chain the world, selling more than one billion cups of hot and iced coffee and more than 900 million donuts and Munchkins™ donut hole treats every year. The company has set the standard for offering a superior grade of coffee, and in 2008, an independent taste test showed that Americans preferred Dunkin' Donuts coffee over Starbucks. Today, there are more than 6,500 restaurants in 35 U.S. states and the District of Columbia and more than 2,600 international restaurants in 29 countries.

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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 four years running. The company has more than 9,000 restaurants in 30 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales were more than \$5.6 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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