



DUNKIN'™ DONUTS SCARES UP A SEASONAL FAVORITE: BOSTON SCREAM DONUT RETURNS FOR HALLOWEEN

Dunkin' Donuts also brews Halloween fun with #dresseDD Instagram and Twitter Contest

CANTON, Mass. (October 22, 2014) – Halloween is fast approaching and [Dunkin' Donuts](#) is keeping guests and ghosts alike running through the holiday with the return of the Boston Scream Donut. A variation of its classic Boston Kreme Donut, the Boston Scream Donut is disguised for Halloween with a special orange icing drizzle design. For another seasonal treat, Dunkin' Donuts is also serving the Halloween Pumpkin Donut, shaped to resemble a jack-o-lantern, the pumpkin shaped yeast shell is filled with vanilla-flavored buttercream, and finished with orange icing and a jack-o-lantern face made with chocolate icing drizzle. Both frightfully delicious treats are available through the end of the month at participating Dunkin' Donuts restaurants nationwide.

Dunkin' Donuts is also raising spirits with a spooktacular social challenge, asking people to dress up their cup for a chance to win a \$100 Dunkin' Donuts mGift as part of the third annual #dresseDD Instagram and Twitter Contest. Today through October 29, fans are encouraged to post photos on Instagram and Twitter of their Dunkin' Donuts cups cloaked in a creative Halloween costume, using the special hashtag #dresseDD. On Halloween day, October 31, Dunkin' Donuts will share the photos of five winners selected for their creativity and Halloween spirit, and each will win a \$100 mGift to help keep running with Dunkin' Donuts coffee, donuts, sandwiches and baked goods long after the holiday. No purchase necessary, 18+ to enter. Void where prohibited. For additional terms and conditions related to Dunkin' Donuts' #dresseDD Coffee Cup Costume Contest, visit: <http://dun.kn/10ibhR7>.

MUNCHKINS® are dressing up for Halloween, as Dunkin' Donuts' classic donut hole treats are now packed in a limited-edition, Halloween-themed box, featuring MUNCHKINS in festive holiday costumes. Perfect for Halloween parties at any favorite haunted house or ghoulish gathering, Dunkin' Donuts MUNCHKINS are available in 25 and 50 count boxes at participating Dunkin' Donuts restaurants nationwide through the end of the month.

Finally, anyone can show their Halloween spirit through the Dunkin' App by purchasing a mobile Dunkin' Donuts Card in several fun new seasonal designs, such as cartoon images of jack-o-lanterns lit by Dunkin' Donuts coffee, zombies rising from the ground with coffee in hand, and vampires encouraging all to "stay calm and drink coffee." With the App's mGift feature, Dunkin' Donuts allows people to send virtual gift cards by text, email and Facebook Connect.

To learn more about Dunkin' Donuts visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).