



DUNKIN'™ DONUTS SURPASSES ONE MILLION DD PERKS® REWARDS PROGRAM MEMBERS

Dunkin' Donuts celebrates milestone by awarding 100 bonus points to all DD Perks members

CANTON, MA (June 4, 2014) -- [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced a key milestone for the brand's DD Perks® Rewards program, which has now surpassed one million members. The new DD Perks Rewards program was launched nationwide earlier this year, offering guests points toward free Dunkin' Donuts beverages for every qualifying purchase they make at participating Dunkin' Donuts locations.

As a way to say "thanks a million" to its loyal guests, Dunkin' Donuts is celebrating this milestone today by automatically depositing 100 bonus points directly into the accounts of all existing DD Perks members. Dunkin' Donuts is also offering 100 bonus points to new members who enroll June 4- June 10 and use the special promo code MILLION. To enroll in DD Perks and for complete details about the program, visit www.DDPerks.com.

Additionally, Dunkin' Donuts will recognize the one millionth DD Perks member with free coffee for a year and a commemorative, personalized Dunkin' Donuts gift card.

With DD Perks, guests earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled Dunkin' Donuts Card, either plastic or via the Dunkin' Mobile® App. Once a member accrues 200 points, he or she receives a coupon for a free medium beverage of their choice, redeemable at participating Dunkin' Donuts restaurants. Additionally, throughout the year DD Perks members receive exclusive, personalized, special offers to earn bonus points for specific food and beverage purchases. DD Perks members can also share their free medium beverage reward coupon with friends, family and colleagues to keep them running on Dunkin'.

"Our loyal guests are the essence of the Dunkin' Donuts brand, and DD Perks enables us to thank these guests for their ongoing business and provide them with product offers that are specifically tailored to their needs," said John Costello, Dunkin' Brands President, Global Marketing and Innovation. "Guests are responding very positively to DD Perks as evidenced by the fact that we achieved one million members, less than five months after the launch of the program. Our goal is to more than double that number by the end of this year by offering guests one of the most robust, relevant and easy-to-use loyalty programs in the marketplace."

The DD Perks program is fully integrated into the Dunkin' Mobile App for mobile payment, available for free from the App Store on iPhone or iPod touch or at www.itunes.com/appstore and from the Google Play Store at <https://play.google.com/store>. The Dunkin' Mobile App also allows guests the option of sending virtual Dunkin' Donuts Cards to friends, family and colleagues with the mGift feature. Dunkin' Donuts Cards can be mGifted three ways: via text, email, or Facebook Connect.

Dunkin' Donuts Cards are available in-store in amounts from \$2 to \$100, at many grocery, pharmacy, and big box retailers, as well as through the Dunkin' Mobile App and at www.dunkindonuts.com. Dunkin' Donuts Cards never have fees and they never expire.

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).

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