



FREE DONUT AT DUNKIN' DONUTS TO CELEBRATE NATIONAL DONUT DAY

Canton, MA (May 28, 2009) – Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, is marking National Donut Day with a sweet nationwide offer to help Americans celebrate the joy and fun of donuts. On June 5, 2009, participating Dunkin' Donuts restaurants throughout the country will give every customer a free donut of their choice, with the purchase of any beverage, limit one per customer.

Also on National Donut Day, Dunkin' Donuts will announce the winner of its first-ever "Create Dunkin's Next Donut" contest. From nearly 130,000 donut contest creations submitted online, one of 12 finalists will win a \$12,000 grand prize and have their winning donuts sold in Dunkin' Donuts locations throughout the country. Americans can vote for their favorite finalist online at www.dunkindonuts.com/donut.

National Donut Day, held the first Friday of June each year, was started by the Chicago Salvation Army more than 70 years ago. According to Dunkin' Donuts' Brand Marketing Officer Frances Allen, the day holds particular relevance in 2009. "From office meetings to Sunday get-togethers, donuts are one of those foods that lift people's spirits and bring genuine delight to any situation. And now more than ever, Americans are seeking those small moments of happiness," she said. "We hope our free donut offer will create an opportunity for people to celebrate donuts and bring some extra happiness to their day."

Dunkin' Donuts has led the donut category for nearly 60 years, selling 2.5 million donuts and Munchkin™ donut hole treats every day.

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 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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Contact:

Jessica Rosen
RF|Binder
212-994-7522
jessica.rosen@rfbinder.com

Andrew Mastrangelo
Manager, Public Relations
781-737-5200
andrew.mastrangelo@dunkinbrands.com