



## HEY HEY, IT'S "MONKEY-SEE MONKEY-DONUT!" DUNKIN' DONUTS ANNOUNCES GRAND PRIZE WINNER OF "CREATE DUNKIN'S NEXT DONUT" CONTEST

CANTON, Mass (June 4, 2010) -- Today is National Donut Day, and Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, is celebrating by announcing the winning donut in the company's second-annual "Create Dunkin's Next Donut" contest while also giving people the sweet offer of a free donut.

The grand prize winning donut is "Monkey-see Monkey-donut," a bananas foster-filled donut with chocolate icing, topped with Reese's® Peanut Butter shavings, created by donut devotee Rachel Davis of Sharon, Massachusetts. Rachel wins \$12,000 and her donut will be sold in participating Dunkin' Donuts restaurants nationwide beginning this fall.

To commemorate National Donut Day and the announcement of the grand prize winning donut, today participating Dunkin' Donuts restaurants throughout the country will offer guests a free donut of choice with the purchase of any beverage, limited one per customer while supplies last. National Donut Day, held the first Friday of June each year, was founded by the Chicago Salvation Army more than 70 years ago.

According to Rachel, creating her winning donut didn't require much monkeying around. "In my opinion there is no better treat than a frozen chocolate covered banana, so why not bring that delicious taste to Dunkin' Donuts?" she said. "I think everyone will enjoy this perfect combination!"

Rachel was selected as one of 12 contest finalists from nearly 90,000 donut contest creations submitted online. As a finalist, she received \$1,200 and traveled to Dunkin' Donuts' University in Braintree, Massachusetts last month to compete in a bake-off competition before Dunkin' Donuts' culinary team and company leaders. The winning donut was selected based on the vote of the bake-off judging panel, as well as America's online vote.

Dunkin' Donuts has led the donut category for 60 years, selling 2.5 million donuts and Munchkins® donut hole treats every day. To find a participating restaurant near you, visit [www.dunkindonuts.com/aboutus/store/Search.aspx](http://www.dunkindonuts.com/aboutus/store/Search.aspx).

Please visit [www.bluestarmedia.com/DunkinDonutsBakeOff.htm](http://www.bluestarmedia.com/DunkinDonutsBakeOff.htm) to download broadcast quality video from the "Create Dunkin's Next Donut" bake-off competition and of the contest winner. To see online videos of the "Create Dunkin's Next Donut" bake-off competition and contest winner, go to [www.dunkindonuts.com/donut](http://www.dunkindonuts.com/donut).

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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 31 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales 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](http://www.DunkinDonuts.com).