



HIGH FIVE! DUNKIN' DONUTS IS NUMBER ONE IN CUSTOMER LOYALTY FOR FIFTH STRAIGHT YEAR

CANTON, MA (February 16, 2011) – In the increasingly competitive and growing coffee market, Dunkin' Donuts continues to stand apart for the brand's commitment to its guests. For the fifth straight year, Dunkin' Donuts, America's favorite all-day, everyday 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 14th 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 speaks volumes about our incredible franchise community. We have nearly 1,200 franchise owners and operators in the U.S. who are committed to providing our guests with an unmatched customer experience each and every day. Through their efforts, Dunkin' Donuts is one of the world's most recognized and loved brands and a daily ritual for millions of people," said John Costello, Chief Global Customer and Marketing Officer at Dunkin' Brands. "We are very proud to have earned the top ranking for customer loyalty five years running, and look forward to continuing to provide our guests with great coffee and snacks in a fast, friendly, welcoming environment, and at a great value."

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.

"This is the fifth year Dunkin' Donuts has managed to meet expectations consumers hold when it comes to their out-of-home coffee. Now 'experience' and 'authentic innovation' are exerting the strongest impact on customer decision-making, expectations, and brand engagement. It's wonderful to see that this year the Dunkin' brand has managed to delight consumers! We raise our coffee mugs to toast their on-going success," Robert Passikoff, Founder & President, Brand Keys.

Dunkin' Donuts serves the most hot traditional and iced coffee in America,* according to The NPD Group / CREST®. Today, there are more than 6,700 Dunkin' Donuts restaurants in 36 United States and the District of Columbia and more than 3,000 international restaurants in 30 countries. 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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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday 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. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.