



## **IT'S A "COOL" SUMMER AT DUNKIN' DONUTS: SMALL COOLATTA<sup>®</sup> 1/2 FROZEN BEVERAGES FOR ONLY \$1.99 AND VANILLA BEAN COOLATTA<sup>®</sup> 1/2 IS BACK BY POPULAR DEMAND!**

CANTON, Mass. (June 3, 2009)? This summer, Dunkin' Donuts is making it easy to cool down, cool out and cool off in Dunkin' Donuts shops throughout the country. Dunkin' Donuts, America's all-day, every day stop for coffee and baked goods, today announced that now through July 14, customers can quench their thirst with a refreshing small, 16-ounce Coolatta<sup>®</sup> in any flavor for the value price of \$1.99 at participating Dunkin' Donuts locations nationwide.

The national value offer coincides with today's official return of the sweet, creamy Vanilla Bean Coolatta to Dunkin' Donuts shops. Back by popular demand after more than a year, the new and improved Vanilla Bean flavor is an addition to Dunkin' Donuts' lineup of Coolatta flavor varieties, including Coffee, Strawberry and Tropicana<sup>®</sup> Orange.

Also, beginning today through June 24, Dunkin' Donuts is inviting Coolatta fans to "Grab It, Snap It, Post It and Win It" this summer as part of the unique "Keep It Coolatta" sweepstakes on Facebook. Anyone who posts a photo of themselves posing with a Coolatta beverage to Dunkin' Donuts' official Facebook Fan page wall ([www.dunkindonuts.com/keepitcoolatta](http://www.dunkindonuts.com/keepitcoolatta)) with the caption "#CoolattaGiveaway" and makes it their Facebook profile picture is eligible to win daily prizes. Prizes include items that can make anyone's summer a little cooler, such as air conditioners, an iPhone, JetBlue vouchers, a flatscreen TV and more. Each day, Dunkin' Donuts will randomly choose one of these photos and make it the official profile picture of the Dunkin' Donuts Facebook Fan page.

"This summer, Americans are looking to keep themselves running in fun and affordable ways and maintain a cool state of mind no matter how high the temperature," said Frances Allen, Dunkin' Donuts' Brand Marketing Officer. "Coolatta is the ultimate refreshment, and with our new value offer, the return of a favorite flavor and our Facebook sweepstakes, it's never been easier to keep cool with Dunkin' Donuts."

### **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](http://www.DunkinDonuts.com).

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