



Kick Off the New Year Right with a Latte Lite from Dunkin' Donuts

Dunkin' Donuts Offers Perfect Everyday Latte for Calorie-Conscious Consumers

CANTON, Mass. (Dec. 22, 2005) - Just in time for New Year's resolutions, Dunkin' Donuts announced today the latest addition to its espresso lineup with the introduction of Latte Lite. With a recent survey revealing that more than 54 percent of Americans¹ say they are interested in losing weight in the New Year, Dunkin' Donuts Latte Lite is the perfect treat for those looking to cut back after the indulgent dishes of the holiday season.

Made with rich espresso, steamed skim milk and sweetened with SPLENDA® No Calorie Sweetener, the Dunkin' Donuts Latte Lite has only 70 calories for a 10-ounce serving. And, for only five additional calories, customers can add one of Dunkin' Donuts nine sugar-free flavorings, such as cinnamon, chocolate, caramel or French vanilla.

"Dunkin' Donuts has many options on the menu to appeal to health-conscious consumers," said John Gilbert, Vice President of Marketing for Dunkin' Donuts. "The Latte Lite is 100% flavor, 0% fat and the perfect way to add a delicious beverage option anytime of day, without adding a lot of extra fat and calories to your diet."

A recent survey conducted for Dunkin' Donuts reveals that of those Americans planning to lose weight in the coming year, nearly one-third cite reduced calorie consumption as their main strategy for weight loss. However, the majority of Americans underestimate the caloric content of popular snack items. Almost two-thirds of those surveyed erroneously believe that a banana has fewer calories than a small latte with skim milk and SPLENDA® No Calorie Sweetener. And, more than half of Americans mistakenly view a half-cup of low fat vanilla frozen yogurt as a more calorie-conscious treat.

Clearly, American consumers are under the impression that their daily latte habit may be less than healthful, but that should no longer be the case! Available in stores nationwide, the new Dunkin' Donuts Latte Lite allows Americans to still stay on track to lose weight.

About the Survey

The Synovate TeleNation survey was fielded via telephone on behalf of Dunkin' Donuts during the period December 17-19, 2005. It was conducted among a national probability sample of 1,000 adults 18 years or age and older. The sample consists of individuals selected from the Synovate Consumer Opinion Panel and is balanced to be representative of the general population based upon region, gender, age and household income data from the U.S. Census Bureau. The standard deviation is $\pm 3\%$.

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, bagels and muffins than any other quick service restaurant in America. Dunkin' Donuts has more than 5,800 stores in the United States and 29 other countries. For more information, visit www.dunkindonuts.com.

About SPLENDA® Brand

SPLENDA Brand Products are marketed by McNeil Nutritionals, LLC. SPLENDA® Brand Sweetener is used in more than 4,000 products of major food brands worldwide. You can find out more about SPLENDA Products or get recipes and tips on cooking and baking with SPLENDA® Brand Products at www.SPLENDA.com or by calling 1-800-7-SPLENDA (1-800-777-5363).

¹ Based on results from a Synovate TeleNation Survey conducted on behalf of Dunkin' Donuts during the period December 17-19, 2005.