



## **ON CYBER MONDAY, PERSONALIZED DUNKIN' DONUTS CARDS CAN KEEP YOUR FRIENDS AND FAMILY RUNNING THROUGHOUT THE HOLIDAYS AND INTO THE NEW YEAR**

CANTON, Mass. (November 30, 2009) -- On Cyber Monday, when shoppers traditionally scour the internet for the perfect presents and holiday values, Dunkin' Donuts offers a fun and affordable personalized holiday gift that will keep giving long after the season ends. Dunkin' Donuts Cards make it easy to give America's best coffee, donuts, sandwiches and beverages to keep friends, family and co-workers running throughout the New Year. The cards can be purchased in any amount between \$2 and \$200. In addition to being available online, Dunkin' Donuts Cards can be purchased at any participating Dunkin' Donuts restaurant throughout the country or in denominations of \$15 at select CVS/pharmacy locations.

To make this holiday gift even more fun and special, the Dunkin' Donuts Card can be personalized online with your own cherished photos or a customized message. The Dunkin' Donuts custom card is also accompanied by a high-quality, custom designed greeting. Greeting cards can be selected from a wide assortment of designs to fit the holidays or any special occasion. The Dunkin' Donuts custom card can be purchased online at [www.DunkinDonuts.com](http://www.DunkinDonuts.com) for \$4.50 plus the Dunkin' Donuts Card value.

Unlike other rechargeable cards, Dunkin' Donuts Cards don't have any additional fees or expiration dates. If cards are registered online, Dunkin' Donuts will also replace them free of charge if they are lost or stolen. For even greater convenience, the card can be registered for auto-recharge, which automatically adds money to the card on a specific day or when the balance on the card drops below a certain level.

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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 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).

### **Contact:**

McCall Gosselin  
781-737-5200  
[McCall.Gosselin@dunkinbrands.com](mailto:McCall.Gosselin@dunkinbrands.com)

Margaret Skrmetti  
RF Binder  
781-559-0437  
[Margaret.Skrmetti@rfbinder.com](mailto:Margaret.Skrmetti@rfbinder.com)