



PUT SOMETHING BACK IN YOUR WALLET THIS HOLIDAY SEASON: DUNKIN' DONUTS RECHARGEABLE GIFT CARDS

CANTON, Mass. (Nov. 19, 2008) - This holiday season, Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, is offering a great way to put something meaningful back into the wallets of your friends, family and co-workers. Dunkin' Donuts' rechargeable cards make it fun, easy and affordable to give the gift of America's best coffee, donuts, baked goods, sandwiches and beverages to help keep you running throughout the New Year. Available in any amount between \$5 and \$200, the cards can be purchased at any participating Dunkin' Donuts throughout the country, or online at www.DunkinDonuts.com. From December 26, 2008 to January 23, 2009, consumers can earn a \$2 dollar bonus on their Dunkin' Donuts card when they register online and recharge it with \$15 or more.

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.

In addition, shoppers can choose from an array of pre-designed cards including special holiday themes, which can be purchased online at www.DunkinDonuts.com. 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. The card is a convenient, fast way to pay every day and can be redeemed at any participating Dunkin' Donuts restaurant. For more information or to purchase a card, please visit www.DunkinDonuts.com.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is the #1 retailer of hot and iced regular coffee-by-the-cup in America, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the #1 ranking for customer loyalty in the coffee category by Brand Keys for two years running. The company has more than 7,900 restaurants in 30 countries worldwide. In 2007, Dunkin' Donuts' global system-wide sales were \$5.3 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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