

Super Bowl MVP Tom Brady Teams Up With Dunkin' Donuts

Randolph, MA (June 19, 2002) -- Dunkin' Donuts announced today that New England Patriots quarterback and Super Bowl XXXVI MVP Tom Brady has signed a deal to represent the coffee and baked goods chain in a special product promotion scheduled to run from late summer through the fall.

Brady's partnership with Dunkin' Donuts includes appearances in upcoming television, radio and print advertising. This deal will also give some lucky Dunkin' Donuts consumers the opportunity to meet Brady.

"We are thrilled to be working with Tom on some of our upcoming marketing and promotional programs. Dunkin' Donuts is all about great experiences. We will be sure to follow through on that theme in our relationship with Tom," Dunkin' Donuts Vice President of Dunkin' Donuts Concepts Ken Kimmel said. "The Patriots organization, as well as its players, are a great group for us to work with--our deal with Tom only makes it more special."

Since winning the Super Bowl in February, Brady has become one of the more recognizable athletes in, not only New England, but also the entire country. Brady appeared on the cover of Sports Illustrated in mid-April and was chosen as one of People magazine's "50 Most Beautiful People."

Known as the official coffee, baked goods and breakfast sandwich sponsor of the New England Patriots, Dunkin' Donuts has had a promotional partnership with the organization for the past 10 years, which includes signage in CMGI Field and Patriots-themed promotions in Dunkin' Donuts shops. Dunkin' Donuts is also a proud supporter of the New England Patriots Charitable Foundation and a strong supporter of all of New England's professional sports teams, including the Red Sox, Celtics, Bruins, Revolution and Breakers.

"I am very excited to work with Dunkin' Donuts. They have a terrific reputation and have been such a strong supporter of our team for so many years," Brady said. "My teammates Ted Johnson, Adam Vinateri and Troy Brown have all worked with Dunkin' Donuts in the past, so I know I am in good company."

Dunkin' Donuts, Inc. is the largest coffee and baked goods chain in the world, providing its loyal customers with high quality coffee, donuts and other related baked goods since 1950. The company boasts over 3,500 locations in the United States and approximately 1,500 locations in 32 other countries around the world. Dunkin' Donuts, Inc. is based in Randolph, Mass., and is a wholly-owned subsidiary of Allied Domecq PLC.

Tom Brady was represented in this transaction by Stephen Dubin and Donald Yee of Yee & Dubin LLP, an athlete representation and marketing firm in Los Angeles, California.