

SWEET DEAL: DUNKIN' DONUTS ANNOUNCES FREE DONUT OFFER FOR NATIONAL DONUT DAY ON JUNE 1

CANTON, MA (May 23, 2012) – [Dunkin' Donuts](http://www.dunkindonuts.com), America's all-day, everyday stop for coffee, donuts and baked goods, today announced that it will be honoring National Donut Day, celebrated this year on Friday, June 1, with a sweet deal for donut lovers everywhere. On June 1, participating Dunkin' Donuts restaurants nationwide will offer guests a free donut of their choice (while supplies last) with the purchase of any beverage.

National Donut Day, celebrated on the first Friday of June each year, was originally established in 1938 by the Chicago Salvation Army to honor women who served donuts to soldiers during World War I. According to John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands, it's the perfect day to celebrate the joy that donuts bring to people each and every day. "With our heritage as the country's donut leader, we know best that donuts can make any moment in the day a little sweeter. We're proud to once again make it easy and affordable for everyone to celebrate National Donut Day by enjoying a free donut at Dunkin' Donuts with the purchase of any beverage," he said.

For more than 60 years, Dunkin' Donuts has been a leader in the donut category, selling 1.9 billion donuts and MUNCHKINS® donut hole treats every year. Within the United States, Dunkin' Donuts offers more than 70 varieties of donuts, including beloved flavors such as Boston Kreme, Glazed and Chocolate Frosted. In May, Dunkin' Donuts introduced new donuts inspired by Men In Black 3. These include the Undercover Black Cocoa Donut, a star shaped yeast donut filled with brownie batter butter creme and topped with chocolate icing and star sprinkles, and the Chocolate Lunamax Donut, a glazed chocolate cake donut with rich chocolate icing drizzle and star sprinkles. All Men In Black 3-inspired donuts are available at participating Dunkin' Donuts restaurants nationwide for a limited time.

To find a participating Dunkin' Donuts restaurant near you, visit <https://www.dunkindonuts.com/aboutus/store/Search.aspx>. To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday 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. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.