

## The Line-up is Set

Brand Signs Theo Epstein and Johnny Damon to Bring On Spring Fever in New Iced Latte Campaign

CANTON, MA (April 12, 2005) - There's no stronger ritual to signal the beginning of spring than opening day at Fenway Park. And, while the snow melts and Red Sox fever heats up, the coffee gets served on ice - a Dunkin' Donuts ritual that revives New Englanders and brings them back to baseball. This spring, in recognition of the exceptional season, the brand is broadening its partnership with the team to bring the celebration to all Red Sox fans throughout New England. As Red Sox Nation thaws from a long winter, General Manager Theo Epstein and centerfielder Johnny Damon heat up the screen in a display of teamwork and camaraderie in Dunkin' Donuts latest advertising campaign touting the brand's refreshing new seasonal iced lattes.

The campaign marks the first time Epstein has ever appeared in a television commercial. Echoing his role with the Red Sox, Theo's character deftly showcases his shrewd negotiating skills in the humorous spots. "I'm thrilled to appear in a Dunkin' Donuts ad campaign. As a Boston native, my love of the brand runs almost as deep as my passion for the Red Sox and baseball - they are certainly two great New England institutions," said Epstein.

While the brand has a history of working with high profile superstar athletes including Curt Schilling of the Red Sox and Tom Brady and Tedi Bruschi of the New England Patriots, the decision to cast off-the-field power player Theo Epstein was a bit unique. But, due to his presence within the organization as the architect of the team and his role in bringing the best players to Boston, he's earned great respect and popularity from players and fans. Together with Johnny Damon, the two are model ambassadors for the team and the brand.

Sampson He's Not...

In the 30-second television commercial promoting the iced lattes, Theo discovers Johnny concealing a balding head with a long-haired wig. He is shocked to learn that the centerfielder's signature locks aren't his real hair. When Johnny implores Theo not to reveal his secret to anyone, the savvy GM slyly glances at Johnny's Chocolate Dipped Iced Latte. Damon gives in to the persuasive GM and hands over his iced latte only to bump into him in the stands later in the day. After confidently saying to Epstein, "So, we're cool, right?" Theo replies, "I'm still a little thirsty. Johnny reluctantly hands Theo his second latte to ensure silence and a safely kept secret.

The ad were created by Boston-based Hill, Holliday and will air beginning April 18 and run through May 29.

Continuing a Tradition of Giving Back

Dunkin' Donuts has committed to a \$100,000.00 donation to the Red Sox Foundation, which funds education, recreation, health and social services for children and families in need throughout New England. This contribution is in addition to its multi-year promise to the Jimmy Fund, the official charity of the Boston Red Sox. During the course of their eleven year relationship with the Red Sox, the brand has given more than \$2.5 million dollars to the Jimmy Fund.

Bringing the Celebration to the Fans ...

In addition to the television campaign, the two have teamed up on a number of opening season rituals that celebrate the beginning of baseball. "We are really pleased to have Theo Epstein and Johnny Damon in our line up for the advertising campaign to promote our new flavored iced lattes," said John Gilbert, vice president of marketing, Dunkin' Donuts. "We're excited to extend our partnership with the Red Sox to the benefit of all New Englanders, from offering commemorative cups that record moments from their World Championship season, to hosting a day at Fenway for all fans to be a part of the team's history."

Fenway Park will be the venue for the "Dunkin' Donuts Bring Yourself Back Breakfast" on April 12. Lucky Massachusetts, New Hampshire, Rhode Island, and Maine customers will have the opportunity to sit down to breakfast and enjoy the new iced lattes at Fenway Park's .406 Club with Theo Epstein, Johnny Damon, Red Sox Manager Terry Francona and President and CEO Larry Lucchino. At this time, the new ads will debut and notable WEEI sports radio deejays Joe Castiglione and Jerry Troupiano will moderate a question and answer session with Damon and Epstein. Afterward, winners will be treated to a private tour of Fenway Park. One hundred fans will win a pair of tickets through radio promotions in the Boston, Providence and Maine markets.

Commemorating a Historic Season ...

As shouts of "play ball" will be heard from Fenway to Framingham, Dunkin' Donuts offers consumers, with the purchase of a medium iced latte, a commemorative cup that recalls team's historic 2004 run from division winners to World Series Champions. Three versions of the cup will be offered at participating stores while supplies last, each depicting the team's wins over the Anaheim Angels, the New York Yankees and the St. Louis Cardinals.

The official coffee and iced latte of the Red Sox, the Chocolate Dipped Banana Iced Latte and Chocolate Dipped Strawberry Iced Latte will be offered through May 29 at participating Dunkin' Donuts stores nationwide. The Lattes are made with a combination of mocha syrup and strawberry or banana flavoring, espresso and milk-topped off with whipped cream and mocha drizzle.

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 baked goods chain in the world and sells more donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,100 shops in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. and part of Allied Domecq PLC, a highly successful and dynamic global business in spirits, wines and quick service restaurants. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).