



TOUCHDOWN! DUNKIN' DONUTS ENTERS MULTI-SEASON SPONSORSHIP WITH ESPN'S MONDAY NIGHT COUNTDOWN

September 12, 2011 (Canton, Mass.) – [Dunkin' Donuts](http://www.DunkinDonuts.com), America's all-day, everyday stop for coffee and baked goods, today announced a multi-season sponsorship with ESPN's Monday Night Countdown. The deal gives Dunkin' Donuts exclusive rights to Field Pass segments that air during each Monday Night Countdown telecast. Field Pass takes fans to the field and gives them an inside look at how the players are preparing for the game. The segment uses different cameras on and around the field to give fans a unique look at the activity and player preparation as kickoff approaches.

Monday Night Countdown, one of ESPN's highest rated shows, features host Chris Berman and NFL analysts Cris Carter, Mike Ditka, Tom Jackson, Keyshawn Johnson, Chris Mortensen and NFL Insider Adam Schefter who review Sunday's games, look ahead to the Monday Night Football matchup and give fans an update on the latest league news. Stuart Scott, Trent Dilfer and Steve Young also contribute to the 90-minute show from the site of that night's Monday night game, along with ESPN's on-site reporter with all the latest news on the competing teams. "Dunkin' Donuts long-time association with sports and its new connection with ESPN's Field Pass make a perfect match," said Ed Erhardt, president of Customer Marketing and Sales at ESPN. "We are thrilled to have them as a partner with Monday Night Countdown."

"The sponsorship makes perfect sense for our brand as the Dunkin' Donuts Field Pass will give our brand unique visibility during one of ESPN's most popular programs", said John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands. "America Runs on Dunkin' and certainly the country's interest in professional football has never been greater."

Currently, Dunkin' Donuts has regional sponsorships with the New England Patriots, New York Giants, New York Jets and Dallas Cowboys.

The sponsorship will provide Dunkin' Donuts with select advertising opportunities during Football telecasts throughout the season. Additionally, Dunkin' Donuts and ESPN will expand the Field Pass program to include various online and social media channels. Details regarding these components will be unveiled in the coming months. The sponsorship was negotiated by Hill Holliday, the advertising agency of record for Dunkin' Donuts,

For more information about Dunkin' Donuts, please 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 five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit www.DunkinDonuts.com.