



Allied Domecq Quick Service Restaurant's Franchise Experts Distinguished with Certified Franchise Executive? Title

Randolph, MA (February 20, 2003) -- Allied Domecq Quick Service Restaurants (ADQSR), composed of Dunkin' Donuts, Baskin-Robbins and Togo's, today announced that six ADQSR franchise experts have graduated from the Institute for Certified Franchise Executives (ICFE), earning the title of Certified Franchise Executive™. Graduation ceremonies for ADQSR's six franchise experts took place at the International Franchise Association's 43rd Annual Convention this February in San Antonio, TX.

The title of Certified Franchise Executive™ is a mark of professional standing within the franchising community and signifies an expanded knowledge of the franchising industry. The certification is earned over a three-year period in which a candidate must complete over 3,500 credits in the areas of Experience, Participation, Core Curriculum and Elective Curriculum.

"Each of ADQSR's franchise experts is committed to continually broadening their business knowledge and involvement in the franchising community," said Jon Luther, newly appointed CEO of ADQSR. "We are proud of our employees who have earned the distinction of Certified Franchise Executive™, allowing ADQSR to continue to provide our over 6,000 franchisees with a level of support and understanding that stands out in the QSR industry."

The International Franchise Association Education Foundation created the ICFE program in 1987 in order to establish a quality standard and provide executives with professional training and experience specific to the franchise industry. A board of directors, built from a cross-section of IFA members, currently governs the ICFE. Today, there are nearly 350 candidates enrolled in the program, and over 100 individuals have received their Certified Franchise Executive™ certification.

The ADQSR franchise experts who were honored with the distinction of Certified Franchise Executives™ include:

- Chris Carver, Director of Retail Development for ADQSR
- Pam Eastman, Manager of Franchise Licensing for ADQSR
- Terrance Lewis, Manager of Franchise Licensing
- Don Larose, Director of Franchise Services for ADQSR
- Kim Murphy, Project Manager of Franchise Services for ADQSR
- Terry Soley, Manager of Franchise Licensing for ADQSR

There are currently an additional 23 ADQSR franchise experts who are pursuing Certified Franchise Executive™ certification. For more information about ICFE certification, visit www.franchise.org/edufound/cfeef.asp.

The IFA is the world's oldest and largest organization representing a growing segment of entrepreneurs who are building businesses in more than 75 different industries ranging from auto services to quick-dining restaurants to wood exterior cleaning and preservation.

ADQSR has 10,000 Dunkin' Donuts, Baskin-Robbins and Togo's stores worldwide. Headquartered in Randolph, Massachusetts, ADQSR is part of Allied Domecq PLC, one of the world's largest spirits and retailing companies.