



AMERICA'S TEAM RUNS ON DUNKIN': DUNKIN' DONUTS IS NOW THE OFFICIAL COFFEE OF THE DALLAS COWBOYS AND COWBOYS STADIUM

CANTON, MA (September 22, 2009) – America's Team now runs—and passes, blocks and kicks—on Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods. The company announced today that it has entered into a partnership with the Dallas Cowboys Football Club, which includes becoming the official coffee for the team. Dunkin' Donuts pouring stations, located strategically throughout Cowboys Stadium, will serve Dunkin' Donuts hot coffee, iced coffee, hot chocolate and iced tea during Cowboys home games, college football games, concerts and other stadium events.

The Dallas Cowboys are one of the world's leading professional sports franchises with a global fan base. As part of the partnership, Dunkin' Donuts signage will appear within the stadium and advertising will be shown during events on the LED ribbon board and video board. Co-branded advertising will also be seen throughout the Dallas-Ft. Worth area announcing the partnership. Additionally, on weekdays after every home game, customers can redeem their Cowboys game ticket stubs at any Dunkin' Donuts location to receive a free medium hot coffee.

According to Dunkin' Brands CEO Nigel Travis, the agreement to bring Dunkin' Donuts coffee and beverages to Cowboys Stadium provides a simple yet significant benefit for visitors. "The new Cowboys Stadium offers fans arguably the most impressive array of state-of-the-art amenities in any venue in the country. We're proud to partner with the Cowboys organization to help enhance visitors' stadium experience even further by making the country's best coffee part of every home game, concert or event," he said.

"We are proud to have Dunkin' Donuts as a partner in our new home," said Dallas Cowboys Owner and General Manager, Jerry Jones. "The quality of their coffee is unmatched and exactly what our fans expect when they come out to Cowboys Stadium."

Dunkin' Donuts' partnership with the Dallas Cowboys is a significant milestone in the brand's strategic growth efforts, which are focused on bringing the brand's world-famous coffee and baked goods to new, targeted locations across the country via steady contiguous growth as well as through innovative partnerships. In the sporting industry alone, Dunkin' Donuts offers its coffee and beverages at sporting venues such as Fenway Park and the TD Bank (Boston) Garden in addition to Cowboys Stadium; it is also the official coffee provider for many professional sports teams, including the Boston Red Sox, New York Yankees, New York Mets, Boston Celtics and Boston Bruins. Additionally, in recent years, Dunkin' Donuts launched the brand's first-ever theme park restaurant at Hershey Park, its first hotel location at Great Wolf Lodge in North Carolina, and multiple new locations at airports including Boston, Dallas-Fort Worth and New York City.

Dunkin' Donuts has set the standard for offering a superior grade of coffee, and the company sells more than one billion cups of hot and iced coffee every year. In 2008, an independent taste test showed that Americans preferred Dunkin' Donuts coffee over Starbucks. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running.

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day 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, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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