

BACK AND BLUE: WAFFLES RETURN TO DUNKIN'® DONUTS IN NEW BLUEBERRY WAFFLE BREAKFAST SANDWICH

CANTON, Mass. (May 3, 2011) - Waffles have returned to [Dunkin' Donuts](http://www.DunkinDonuts.com), as America's all-day, everyday stop for coffee and baked goods has brought back the popular Waffle Breakfast Sandwich, now with the flavor of blueberry. Dunkin' Donuts' new Blueberry Waffle Breakfast Sandwich features egg, maple sausage and American cheese served between two golden and toasty waffles with a sweet hint of blueberry, delivering the great taste and comfort of a delicious homemade breakfast even when you're at work or on-the-go. The Blueberry Waffle Breakfast Sandwich is available beginning today for a limited time at participating Dunkin' Donuts restaurants nationwide for a suggested retail price of \$2.99.

Dunkin' Donuts became the first national quick service restaurant chain to serve a breakfast sandwich featuring waffles when the Waffle Breakfast Sandwich was first introduced in 2009. Following strong guest feedback, Dunkin' Donuts returned it to the menu by popular demand for a limited time in early 2010.

To help celebrate the new Blueberry Waffle Breakfast Sandwich, Dunkin' Donuts wants to know what you're waffling about, by also bringing back "Waffle WeDDnesdays" on Twitter (www.twitter.com/dunkindonuts). Each Wednesday in May, the company will ask followers to share what has them waffling, and anyone who tags their response "#WaffleWeDDs" and tweets it to @DunkinDonuts has a chance to win a \$50 Dunkin' Donuts Card. Dunkin' Donuts will select one "Waffle WeDDnesday" winner each week during the month.

"We're excited to bring the Waffle Breakfast Sandwich back to Dunkin' Donuts. Feedback from our guests regarding waffles has been overwhelmingly positive, and we are happy to respond by putting a twist to a popular favorite item, and bringing it back on the menu for a limited time," said John Costello, Dunkin' Brands Chief Global Marketing & Innovation Officer. "We are confident the new Blueberry Waffle Breakfast Sandwich will delight anyone seeking new, innovative breakfast choices to keep themselves running any time of day."

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 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, Inc. For more information, visit www.DunkinDonuts.com.