



BREAKFAST, NOT BROKEFAST: DUNKIN' DONUTS INTRODUCES NEW WAKE-UP WRAP AND NATIONAL CAMPAIGN AIMED TO KEEP BREAKFAST AFFORDABLE

CANTON, Mass. (June 8, 2009) -- This summer, Dunkin' Donuts wants Americans to take a bite out of breakfast without taking a bite out of their budget. Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, today unveiled the new Wake-up Wrap, the company's first product created specifically to provide customers with a delicious breakfast at a price under a dollar. Wake-up Wrap will be available today through mid-July at participating Dunkin' Donuts shops throughout the country.

The Wake-up Wrap is perfect for value-conscious, on-the-go consumers who want a fast, freshly-prepared breakfast option in a smaller portion size and with fewer calories than the usual breakfast sandwich. Available for only 99 cents, the Wake-up Wrap features a five-inch round tortilla served oven-toasted with ? scrambled egg and a slice of American cheese. This is the first sandwich at Dunkin' Donuts to feature a tortilla. Customers can also add a slice of cherrywood smoked bacon for only 30 cents more. The egg and cheese Wake-up Wrap has less than 200 calories and is listed on Dunkin' Donuts' DDSMART menu of better-for-you foods and beverages.

The launch of Wake-up Wrap coincides with the launch this week of an innovative new advertising and marketing campaign developed by Hill Holliday and driven by the slogan, "Breakfast NOT Brokefast." The campaign declares that in these challenging times, a fast and delicious breakfast needn't cost Americans more than pocket change. In addition to national television and radio commercials, Dunkin' Donuts has taken the groundbreaking step of placing display advertisements at prominent public fountains in New York, Chicago and Boston. The displays feature legs sticking up from the water, along with signs reminding passersby, "Please Do Not Remove Change for 99? Items at Dunkin' Donuts."

Dunkin' Donuts is also currently offering customers the chance to quench their thirst with a refreshing small, 16-ounce Coolatta® in any flavor for the value price of \$1.99 at participating Dunkin' Donuts locations nationwide.

"Consumers today have become much more aware of the economic issues that are facing them and their families," said Frances Allen, Brand Marketing Officer for Dunkin' Donuts. "With our new Wake-up Wrap and the 'Breakfast NOT Brokefast' campaign, we're continuing to show Americans that they don't need to spend a lot of money for a delicious breakfast away from home."

"With its marketing efforts, the Dunkin' brand consistently strikes the right tone of humor tempered with realism," said Mike Sheehan, CEO, Hill Holliday. "The 'Breakfast NOT Brokefast' campaign speaks to Americans' current and fundamental economic needs while celebrating the spirit of 'America Runs on Dunkin'.'"

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.

About Hill Holliday

Hill Holliday, owned by the Interpublic Group of Companies and headquartered in Boston with offices in New York, Miami and Greenville, S.C., is one of the top communication agencies in the nation. Hill Holliday has won every major award for advertising excellence and effectiveness and has among its roster of clients leading national and regional brands including Bank of America, Chili's Grill & Bar, Covidien, CVS/pharmacy, Dunkin' Donuts, Harvard Pilgrim Health Care, Liberty Mutual, The Massachusetts State Lottery, Novartis, Partners HealthCare, Procter & Gamble, TJX Companies and Verizon Wireless. Hill Holliday can be found on the Web at www.hhcc.com.

###

Contact:

Jessica Rosen
RF|Binder
212-994-7522
jessica.rosen@rfbinder.com

McCall Gosselin
Communications Manager
781-737-5200
mccall.gosselin@dunkinbrands.com