



CELEBRATE MOM IN SWEET WAYS AT DUNKIN' DONUTS THIS MAY

CANTON, MA (May 2, 2012) -- With Mother's Day just around the corner, Dunkin' Donuts is offering several sweet ways to show appreciation for Moms. First, Dunkin' Donuts is launching a special "Mom's Heart" Twitter Sweepstakes for the chance to win a matching Keurig® brewer and Dunkin' Donuts K-Cup® packs for you and your mother. Beginning today and continuing through tomorrow, May 3, followers of @DunkinDonuts on Twitter can share why they "heart their Mom," adding special hashtag #MomsHeart to their tweet. One winner will be selected at random both today and tomorrow to receive two Keurig® brewers and two 14-count cartons of Dunkin' Donuts K-Cup® packs. For official rules and additional information related to Dunkin' Donuts' "Mom's Heart" Twitter Sweepstakes, visit: http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/Moms_Heart_Sweeps.html.

Dunkin' Donuts also has a Mom's Heart Donut, a heart-shaped donut filled with Bavarian Kreme, topped with strawberry icing and festive heart-shaped sprinkles. The Mom's Heart Donut is available at participating Dunkin' Donuts restaurants nationwide for a limited time.

The new This Mom Runs On Dunkin' Tumbler is the perfect Mother's Day gift to help Mom enjoy her fresh brewed coffee at home or on the go. Available at participating Dunkin' Donuts restaurants or at www.DunkinDonuts.com, this 16 ounce Tumbler keeps beverages hot or cold and features a leak proof, flip top lid.

Finally, to make Mother's Day even more fun and special, Dunkin' Donuts Cards can be personalized online with cherished photos or a customized message. The customized Dunkin' Donuts Card is also accompanied by a high-quality, custom-designed greeting. Greeting cards can be selected from a wide assortment of designs to fit any special occasion. The customized Dunkin' Donuts Card can be purchased online at www.DunkinDonuts.com for \$4.50 plus the Dunkin' Donuts Card value and shipping charge.

Unlike some other rechargeable cards, Dunkin' Donuts Cards don't have any additional fees or expiration dates. If cards are registered online, Dunkin' Donuts will also replace them free of charge if they are lost or stolen. For even greater convenience, the card can be registered for auto-recharge, which automatically adds money to the card on a specific day or when the balance on the card drops below a certain level.

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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