COOL NEW COOLATTA FROZEN BEVERAGE FLAVOR COMBOS IN THE MIX AT DUNKIN'Â’ DONUTS

CANTON, Mass. (June 30, 2011) – For years, Dunkin’ Donuts’ guests have demonstrated their creativity when craving a Coolatta® frozen slush drink by mixing existing flavors into cool new combinations. This summer, Dunkin’ Donuts, America’s favorite all-day, everyday stop for coffee and baked goods, is once again celebrating the flavorful fun of “Mixology” by adding to its menu an exciting array of new and refreshing Coolatta flavor mixes. The Coolatta drink flavor combinations have expanded with the recent introduction of Dunkin’ Donuts’ new Cherry-flavored Captain America Coolatta®, which offers more variety and endless combinations. Some of the favorite pairings include: Strawberry & Tropicana® Orange, Coffee & Mocha, Tropicana® Orange & Vanilla Bean, Cherry-flavored Captain America & Strawberry, Tropicana® Orange & Blue Raspberry, and other great flavor combinations.

Throughout July, Dunkin’ Donuts is giving people who follow the brand on Twitter (@DunkinDonuts) a fun way to celebrate Mixology with “Dunkin’ Donuts’ Frozen Fridays.” Each Friday in July, beginning tomorrow (July 1), Dunkin’ Donuts will invite people to submit their recommendations for unofficial names for one of the new Coolatta frozen slush drink mixes. Anyone who suggests a “cool” nickname using hashtag #DDMIX is eligible for a chance to win a $50 Dunkin’ Donuts Card. Dunkin’ Donuts will serve up a new flavor combination for consideration each Friday, with one winner per week to be selected by the Dunkin’ Donuts social media team. For additional terms and conditions related to Dunkin’ Donuts’ #DDMIX contest, please visit:http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/socialrules.html.

So how do you “mix” in a frozen beverage like a Coolatta drink or iced coffee in your summer day to stay cool? To celebrate Mixology and the beginning of summer, Dunkin’ Donuts recently conducted a survey of 500 Americans to determine the role frozen beverages play in keeping people refreshed and running. According to the survey, Americans are definitely intending to make frozen beverages a bigger part of their budget, as 93% of respondents plan to spend more on frozen beverages this summer. Additional findings include:

- One cup is just not enough. Only a third (33%) of respondents drink just one frozen beverage to keep cool, whereas two-thirds (67%) claim they need more than one frozen beverage to cool down. Forty-five percent (45%) said they drink two frozen beverages to feel cool, 12% said they drink three, and 10% said they drink at least four.
- The flavor of beverages has an effect on the “cool” factor. Thirty-seven percent (37%) of respondents said coffee is the frozen beverage flavor they prefer to help them keep cool, with vanilla second at 29%. The next most popular flavors are strawberry (16%), orange (10%) and blue raspberry (8%).
- Is afternoon the “coolest” part of the day? The early afternoon is the most popular time to enjoy a frozen beverage in summer, as 66% of respondents prefer drinking frozen beverages between 12 pm and 3 pm.
- Where is the absolute worst place to be without a frozen beverage? Seventy-five percent (75%) said that being stuck in a car in traffic is the worst, with a subway car / commuter train a distant second at 13%.

“As our survey shows, people rely on iced coffee and frozen beverages like our Coolatta® frozen slush drinks to stay refreshed, get that extra boost to keep themselves running at work and play, and stay cool no matter how hot the temperature,” said John Costello, Chief Global Marketing and Innovation Officer at Dunkin’ Brands. “With our new Coolatta flavor mixes, inspired by cool and creative combinations that are favorites with many of our guests, we continue to distinguish Dunkin’ Donuts as the place to beat the heat with the best variety of icy cold beverages.”

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.

Survey Methodology

Burson-Marsteller conducted a quantitative online flash poll among 500 members of the general population who are 18-49, representative of the US population. The poll was conducted June 2nd-3rd 2011 to examine opinions and habits revolving around the summer season. The margin of error for the overall audience is +/-4.38% and larger for sub-groups.