CROSS THE ROAD TO DUNKIN' DONUTS FOR THE NEW OVEN-TOASTED CHICKEN PARMESAN FLATBREAD SANDWICH

CANTON, Mass. (July 23, 2009) ? People looking for a premium sandwich with familiar flavors to keep them running throughout the busy day now have a new reason to cross the road to Dunkin' Donuts. Dunkin' Donuts, America's all-day, every day stop for coffee and baked goods, today introduced the new Oven-Toasted Chicken Parmesan Flatbread Sandwich, the newest addition to its Oven-Toasted all-day menu.

The Chicken Parmesan Flatbread Sandwich features lightly breaded, seasoned chicken topped with melted provolone cheese and a flavorful marinara sauce served in a convenient flatbread that is easy to eat and hold while on the go. Dunkin' Donuts' unique cooking ovens, using patented technologies, deliver the "Oven-Toasted" result. The Chicken Parmesan Flatbread Sandwich will be available at participating Dunkin? Donuts shops throughout the country beginning today, with the exception of shops in New England, Upstate New York, Washington, DC, Virginia, Maryland, Pennsylvania and Louisville, KY,for the suggested retail price of $3.99.

The introduction of the Chicken Parmesan Flatbread Sandwich provides customers with an exciting new all-day menu choice at a time when chicken sandwiches are growing in popularity among consumers seeking alternatives to burgers and fried foods. According to the NPD Group, the chicken sandwich category grew 7% in the quick service restaurant industry over the past year, reaching 3.5 billion servings for 2008.

The Chicken Parmesan Flatbread Sandwich is the latest addition to Dunkin' Donuts' lineup of Oven-Toasted flatbread sandwiches, which includes hot and crispy favorites such as Ham & Swiss, Turkey Cheddar & Bacon and Grilled Cheese. As part of its DDSMART menu of better-for-you foods and beverages, Dunkin' Donuts also offers two varieties of Egg White Flatbread Sandwiches, Turkey Sausage and Veggie, both under 300 calories and served on wholesome toasted multigrain flatbread. Dunkin' Donuts was the first national quick service restaurant chain to introduce egg white sandwiches.

"Customers love our signature line of Oven-Toasted flatbread sandwiches, served fast, fresh and at an affordable price. Our new Chicken Parmesan Flatbread Sandwich provides another delicious choice to satisfy savory cravings any time of day," said Frances Allen, Brand Marketing Officer for Dunkin' Donuts.

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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