



## DUNKIN' DONUTS AND YAHOO! PARTNER TO HELP BUSY PEOPLE START THEIR DAY WITH THE NEWS THEY NEED

SUNNYVALE, CA & CANTON, MA (March 10, 2008) -- Dunkin' Donuts, the world's largest coffee and baked goods chain, today announced a partnership with Yahoo! Inc. (Nasdaq: YHOO), a leading global Internet company, which will allow millions of busy people to get the news they need to get them running throughout the day. Through this partnership, Yahoo! will create two new Dunkin' Donuts-branded video programs, as well as a Dunkin' Donuts community web site. The first program from this partnership is the "Yahoo! Sports Minute," a daily video summary of the biggest sports stories, and is now available to users. "Good Morning Yahoo!," a unique morning video news program, and the "Dunkin' Lounge" social community will launch later this spring. The agreement represents the first time Yahoo! has worked with an advertising partner to develop original content initiatives in multiple categories.

"Yahoo!'s extensive audience reach and scope mirrors our own. We wanted to provide our customers with additional fuel to help them keep running during their busy days at work and at play," said Dunkin' Donuts Brand Marketing Officer Frances Allen. "We're pleased to extend our brand to these committed consumers through innovative programs such as Yahoo! Sports Minute, Good Morning Yahoo! and the Dunkin' Lounge."

Yahoo! Sports Minute (<http://sports.yahoo.com/sportsminute>) airs every morning, and will be highlighted as a core editorial feature on the Yahoo! Sports homepage 8:00 a.m. until 2:00 p.m. EDT. The program will be rotated within the existing sports video module as well as promoted across a variety of pages within the Yahoo! Sports property and in the new Sports Video Hub. In addition, Yahoo! will contribute additional co-branded media across the network to drive visits to the program. Yahoo! Sports currently has more than 19 million visitors each month.

"Like Dunkin' Donuts, Yahoo!'s aim is to have consumers to start their day with us," said Scott Moore, senior vice president and head of media, Yahoo!. "We're executing on Yahoo!'s starting point strategy by developing programming that gives Yahoo! users their morning sports and news fix. This agreement also exemplifies our commitment to being the must buy for advertisers, in that we're providing Dunkin' Donuts with a unique branded experience that reaches an audience unmatched in scale."

Good Morning Yahoo! will air every weekday beginning April 9. It will include a daily package of videos selected by Yahoo! news editors to include a mix of overnight news and fun features, such as "water cooler stories." Dunkin' Donuts will be the exclusive advertiser on the co-branded video player airing news clips from outlets such as ABC, BBC, CBS, CNN, the Associated Press and Reuters. A fixed module on Yahoo! News will promote the program from 6:00 a.m. - 12:00 p.m. EDT, and Yahoo! will provide additional co-branded media across the network to drive viewers to the program. Yahoo! News currently has more than 38 million visitors a month.

The Dunkin' Lounge will launch in May. The Lounge, which integrates Yahoo! Groups community with the Yahoo! Answers network, brings the Dunkin' Donuts brand to millions of consumers, and will allow them to exchange ideas and get more information about Dunkin' Donuts products and campaigns.

### About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,900 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

### About Yahoo! Inc.

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California. For more information, visit [pressroom.yahoo.com](http://pressroom.yahoo.com).

###

### Contact:

Andrew Mastrangelo  
Dunkin' Brands  
Phone: 781-737-5200  
[andrew.mastrangelo@dunkinbrands.com](mailto:andrew.mastrangelo@dunkinbrands.com)

Brian Nelson  
Yahoo!, Inc.  
310-907-2748  
[bnelson@yahoo-inc.com](mailto:bnelson@yahoo-inc.com)