



## DUNKIN'™ DONUTS ANNOUNCES ENTRY INTO MEXICO

### Franchise agreement with Mexican subsidiary of Sizzling Platter, LLC calls for the development of More than 100 Dunkin'™ Donuts restaurants in Mexico over the coming years

CANTON, Mass. (January 5th, 2015) – Dunkin' Donuts, one of the world's leading coffee and baked goods chains, today announced that it has signed a franchise agreement with the Mexican subsidiary of Sizzling Platter, LLC, a franchisee of Dunkin' Donuts in the United States, to begin developing Dunkin' Donuts restaurants throughout Mexico. The leaders of the franchise group have a proven track record of success in the retail and restaurant industries both in Mexico and the United States. The franchise agreement calls for the development of more than 100 Dunkin' Donuts restaurants in the Distrito Federal, as well as the states of Hidalgo, México, Morelos, Jalisco, and Querétaro, over the coming years.

Since its founding in 1950, Dunkin' Donuts has become known around the world for its pairing of high-quality coffee and delicious donuts, as well as its range of other food and beverage options. Every year, Dunkin' Donuts sells more than 1.8 billion cups of hot and iced coffee and more than 2.5 billion donuts and Munchkins® donut hole treats in its restaurants worldwide. In addition, there are more than 15,000 ways to order a cup of coffee at Dunkin' Donuts given the brand's selection of coffee blends, flavors, dairy and size options, along with dozens of different donut varieties to choose from.

"There's a significant demand for what Dunkin' Donuts offers, high-quality food and beverages served fast and at a great value, in Mexico," said Paul Twohig, President, Dunkin' Donuts U.S. and Canada, and Dunkin' Donuts & Baskin-Robbins Europe and Latin America. "We're very pleased to be entering Mexico with the experienced leaders at Sizzling Platter, who have a strong track record in the quick service restaurant industry. We are thrilled to have Mexico wake up with DD soon."

Dunkin' Donuts currently has more than 11,000 restaurants in 33 countries around the world, including nearly 8,000 restaurants in North America in Aruba, the Bahamas, Canada, Guatemala, Honduras, Panama and the United States. Its largest market in the region is the United States, where Dunkin' Donuts currently has more than 7,900 locations. Dunkin' Donuts restaurants in Mexico will feature the brand's wide range of hot and iced coffees, espresso, cappuccino, lattes, teas, Coolatta® frozen drinks, bagels, muffins, croissants, donuts, and sandwiches, all served fast in friendly, convenient locations and at a great value. The brand will also offer regional menu items to cater to local tastes.

"We're excited to bring Dunkin' Donuts' famous selection of coffee, baked goods and sandwiches to Mexico, along with its other delicious menu items," said Mitch Lowe, General Counsel and Vice President of Development for Sizzling Platter. "We're very passionate about Dunkin' Donuts' unique value proposition, and feel it will resonate well with guests across Mexico. We look forward to opening locations across Mexico in the coming years and making Dunkin' Donuts a destination of choice for Mexican consumers."

Dunkin' Donuts is still looking to recruit qualified, multi-unit franchisee candidates to develop the brand in other markets in Mexico. Ideal franchisee candidates will have strong financial backgrounds, a deep knowledge of their local consumers, a proven track record of success in the restaurant industry, and a desire to develop multiple Dunkin' Donuts restaurants in their market in the coming years. For more information about Dunkin' Donuts franchise opportunities, please visit [www.ddglobalfranchising.com](http://www.ddglobalfranchising.com).

For more information about Dunkin' Donuts, please visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

#### 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 hot regular/decaf/ flavored coffee, iced 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 eight years running. The company has more than 11,000 restaurants in 33 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).