



## DUNKIN' DONUTS ANNOUNCES "ICED COFFEE DAY" EVENT TO SUPPORT HOMES FOR OUR TROOPS

Company launches effort to recruit one million new volunteers for Homes for Our Troops

CANTON, Mass. (April 2, 2009) -- Dunkin' Donuts, America's all day, every day stop for coffee and baked goods, wants Americans to kick off spring with a refreshing cup of Iced Coffee that will help make a difference for our injured veterans in need. The price for a small (16 oz) cup of Iced Coffee will be reduced to 50 cents at participating Dunkin' Donuts shops throughout the country during Dunkin's all-day "Iced Coffee Day" event on April 21. For every small Iced Coffee purchased on this day, Dunkin' Donuts will donate five cents to benefit Homes for Our Troops, a national, non-profit organization that builds specially adapted homes for severely injured veterans.

"Dunkin' Donuts admires and respects the commitment of veterans who have given selflessly to their country and we are proud to play an active role in helping them rebuild their lives," said Steve Caldeira, Chief Global Communications & Public Affairs Officer for Dunkin' Brands. "We hope our involvement will inspire our customers to sign up to become Homes for Our Troops volunteers and join our effort to help these brave men and women live the rest of their lives to the fullest."

Dunkin' Donuts began its partnership with Homes for Our Troops in December 2008 when the Dunkin' Brands Community Foundation, which is dedicated to serving those who serve others – especially in times of crisis – donated \$100,000 to the organization to support ten "Build Brigades." A "Build Brigade" is a three-day construction blitz to get a house framed, install doors, windows, roof and siding. Professional trades people and volunteers will participate in more than 30 "Build Brigades" throughout the country in 2009.

Today, Dunkin' Donuts is also launching a nationwide call to recruit one million new volunteers to support Homes for Our Troops' efforts and our nation's courageous servicemen and women. Volunteer opportunities include donating services for a local "Build Brigade" to help construct a home for a veteran in need, donating materials, equipment or land for new homes, joining a street team to help build awareness, hosting a virtual fundraiser, or making a monetary donation. The first 200 people to sign up as volunteers today at [www.dunkindonuts.com/icedcoffeeday](http://www.dunkindonuts.com/icedcoffeeday) will receive free Dunkin' Donuts coffee for one month.

"Dunkin' Donuts continues to demonstrate its dedication to supporting military families and soldiers serving overseas," said John Gonsalves, President & Founder of Homes for Our Troops. "Through its ongoing support, we are able to provide severely injured veterans who have returned from Iraq and Afghanistan and sacrificed so much for their country with specially adapted homes that enable them to regain independence that was lost as a result of their injuries."

For more information, please visit [www.dunkindonuts.com/icedcoffeeday](http://www.dunkindonuts.com/icedcoffeeday).

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### 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](http://www.DunkinDonuts.com).

### About The Dunkin' Brands Community Foundation

The Dunkin' Brands Community Foundation brings together a wide network of stakeholders, including our Dunkin' Donuts and Baskin-Robbins franchisees, crew members and employees, to support the service and leadership of emergency response organizations – especially in times of crisis. The Foundation supports emergency responders by providing financial assistance, building capacity, developing partnerships, encouraging volunteerism and honoring local heroes. To learn more about the Dunkin' Brands Community Foundation, please visit [www.dunkinbrands.com/foundation](http://www.dunkinbrands.com/foundation).

### About Homes for Our Troops

Founded on February 4, 2004, Homes for Our Troops is a Massachusetts-based 501(c)(3) non-partisan, non-profit organization building specially adapted homes for disabled veterans of war. The organization is strongly committed to assisting disabled and seriously injured veterans and their immediate families by raising donations of money, building materials and enlisting the help of professional contractors to volunteer on the homes built for our American Heroes who have given up so much to defend America.

Homes for Our Troops is proud to be rated in the top five Veterans & Military charities by the American Institute of Philanthropy and is a member of the US Green Building Council. For more information, visit [www.homesforourtroops.org](http://www.homesforourtroops.org).

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