

## Dunkin' Donuts Announces Plans to Enter Mainland China

Canton, Mass. (January 25, 2008) - A year after announcing its greater China expansion strategy and entry into Taiwan, Dunkin' Donuts today announced plans to open its first shops in Shanghai. The first shop is scheduled to open this spring, with a total of 100 new shops planned over the next 10 years.

The company recently granted the franchise rights for Shanghai, and provinces of Jiangsu, Zhijiang in the People's Republic of China to Mercuries & Associates, which is the franchise partner for Taiwan. Mercuries opened its first Dunkin' Donuts shop in Taiwan in January 2007 and currently operates 10 shops there. Mercuries, one of the largest companies in Taiwan, brings 25 years of retail experience operating multiple consumer brands in the region.

Located in prime real estate areas in Taipei, Dunkin' Donuts has experienced strong growth in its first year of operation there. The brand will continue to expand in 2008 with an additional 10 stores planned. Dunkin' Donuts has fast become a local favorite with more than 50 varieties of donuts, and Dunkin' Original coffee and espresso products becoming routine for customers.

"We are delighted to take this next step in our expansion into mainland China," said Will Kussell, President & Chief Brand Officer for Dunkin' Donuts Worldwide. "Dunkin' Donuts, which has more than 7,900 shops in 31 countries, is expanding globally at a robust pace. With our outstanding business partner, Mercuries & Associates, I am confident that we can carry our success in Taiwan over to mainland China."

"Dunkin' Donuts is one of America's most beloved brands, with brand values that consumers relate to in Asia and around the world: high quality, fresh products served fast and friendly in a contemporary inviting and fun environment, at a value price," said Mercuries Food Division President Andrew Chang. "Mercuries is very proud to be Dunkin' Donuts' local partner to introduce the high-quality coffee and baked goods of this brand to the people of mainland China."

The shops in mainland China will offer a complete menu of Dunkin' Donuts internationally recognized coffee, espresso, teas and frozen beverages, along with a wide variety of donuts, bagels and baked goods. The shop will also serve items customized to suit local taste preferences such as green tea and honeydew melon donuts, as well as mochi rings, which are similar to cake donuts but made with rice flour indigenous to the region.

"We are excited about the positive reception Dunkin' Donuts has received in Asia and we look forward to further expanding our presence in additional regions in mainland China in the future," concluded Kussell.

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### 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 31 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).

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