

Dunkin' Donuts Announces President Will Kussell To Leave At Year-End

CANTON, Mass. (October 1, 2009) – Dunkin' Donuts has announced that President and Chief Brand Officer William Kussell has decided to leave the company at the end of the year. With Kussell's departure, Dunkin' Brands CEO Nigel Travis will also assume the role of Dunkin' Donuts President.

"In the 15 years since Will joined Dunkin' Donuts, the company has grown from a regional donut chain with about 3,000 stores into the number one coffee and baked goods brand worldwide with more than 8,800 stores in 31 countries," said Nigel Travis, Dunkin' Brands CEO. "Among many achievements, Will has played a pivotal role in leading the transformation of Dunkin' Donuts and the repositioning of the brand through its acclaimed advertising campaign, 'America Runs on Dunkin®.' We would like to thank Will for his many valuable contributions during his tenure with Dunkin' Donuts, and we wish him well in his pursuit of broader executive responsibilities."

"I am pleased I could stay here to assist Nigel during his first year as Dunkin' Brands CEO, but it is now time for me to pursue my goal of leading a business," said Kussell. "This has not been an easy decision for me to make given my passion for the Dunkin' Donuts brand, but it is the right decision for me as I look to the next stage of my career. I am very proud of all we were able to achieve together with our franchisees during my time here. Fifteen years ago, the Dunkin' Donuts brand was prominent primarily in the northeastern part of the United States, and now it is a brand identified with quality and convenience in new cities and countries around the world. I am confident I am leaving Dunkin' Donuts well positioned for the future."

Since joining Dunkin' Donuts in 1994 as Senior Vice President of Marketing and Purchasing, Kussell has held many senior level positions. He was promoted to President in 1996 and subsequently served as the Retail Concept Officer and Chief Operating Officer for Dunkin' Brands, where he was responsible for the marketing, operations, franchising, development, supply chain and strategic planning for Dunkin' Donuts, Baskin-Robbins and Togo's worldwide. He was appointed President and Chief Brand Officer of Dunkin' Donuts worldwide in January 2008.

In 2008, Dunkin' Donuts global system-wide sales were up 5% and the company opened more than 1,300 new stores worldwide. The Dunkin' Donuts system overall continues to pursue a course of steady, strategic growth in both its core and in contiguous markets with the goal of bringing customers the brand's world-famous coffee and baked goods through traditional storefront locations and innovative partnerships.

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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.

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