



## DUNKIN' DONUTS ANNOUNCES STRONG DEVELOPMENT GROWTH IN FIRST HALF OF 2010

CANTON, MA (August 25, 2010) – Continuing to hold its spot as one of the fastest growing brands in the QSR industry, Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, announced today strong expansion results for the first half of 2010. Since January 2010, Dunkin' Donuts opened 338 net new locations worldwide with 75 of those new restaurants opening in the U.S. The company also signed 72 new domestic development commitments.

"We are very pleased with the growth Dunkin' Donuts experienced in the first half of 2010. The strength of our brand and the quality of our products continue to enable us to be one of the fastest growing brands in the QSR industry," said Nigel Travis, chief executive officer, Dunkin' Brands. "As a result of our focus on steady, strategic growth, we have expanded our presence in existing markets while also successfully entering new territories."

During the first half of 2010, Dunkin' Donuts signed multi-store development agreements in 14 markets around the country including Detroit, MI; South Bend, IN; Miami, FL; Fayetteville, NC; Chicago, IL; St. Louis, MO, among others. Restaurants have opened in Tampa, FL; Raleigh, NC; Phoenix, AZ; Atlanta, GA, and other cities around the country.

In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers franchisees flexible design concepts including free-standing stores, end caps, in-line sites, kiosks and gas stations, as well as other retail environments.

"In addition to new store development, we continue to focus on driving operational excellence at each location," said Travis. "Our success and growth would not be possible without our franchisees who are dedicated to providing outstanding customer service and high-quality products to the millions of guests who enter our restaurants each year."

Dunkin' Donuts has aligned its development strategy to support the growth opportunities and consumer needs of each individual market. As a result, franchising opportunities range from single units to multi-store development commitments with no unit minimums.

For those interested in franchising, Dunkin' Donuts is seeking candidates that meet a specific franchisee profile to help build its brand and business. Ideally, franchisees should possess a minimum net worth of \$500,000 and liquid assets of at least \$250,000. Financial qualifications will vary by market.

For more information on franchise opportunities, please visit [www.dunkinfranchising.com](http://www.dunkinfranchising.com).

### 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 four years running. The company has more than 9,000 restaurants in 31 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales were more than \$5.7 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).

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