



DUNKIN' DONUTS BREWS A SWEET OFFER FOR AARP MEMBERS

CANTON, MA (March 1, 2012) -- [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced an agreement with [AARP](#) to provide an exclusive discount offer to its members. Beginning today, any AARP member with a valid AARP membership card will receive a free donut with the purchase of a large or extra large Dunkin' Donuts hot coffee. This special offer continues through February 28, 2013 at participating Dunkin' Donuts restaurants nationwide.

According to John Costello, _____

"Our new relationship with Dunkin' Donuts is a welcome addition to the many benefits that come with being an AARP member," said Angela Jones, Senior Vice President of Corporate Relationships at AARP Services, Inc., the wholly-owned subsidiary of AARP. "We believe Dunkin' Donuts' 'sweet' offer is just one more way our members can enjoy more for less."

Dunkin' Donuts is the leading baked goods and coffee chain in the world, selling 1.5 billion cups of hot and iced coffee and more than 1.9 billion donuts and MUNCHKINS® donut hole treats every year. Dunkin' Donuts uses 100 percent Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee. _____

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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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 regular/decaf coffee, iced coffee, hot flavored 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 six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global system-wide sales of approximately \$6.5 billion. Based in Canton, Mass., Dunkin' Donuts is part of Dunkin' Brands Group, Inc. (Nasdaq: DNKN) — www.DunkinDonuts.com.

About AARP

AARP is a nonprofit, nonpartisan organization with a membership that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 35.1 million readers; AARP Bulletin, the go-to news source for AARP's millions of members and Americans 50+; AARP VIVA, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

About AARP SERVICES, INC.

AARP Services, Inc., founded in 1999, is a wholly-owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP's millions of members. The provider offers currently span health products, financial products, travel and leisure products, and life event services. Specific products include Medicare supplemental insurance; credit cards, auto and home, mobile home and motorcycle insurance, life insurance and annuities; member discounts on rental cars, cruises, vacation packages and lodging; special offers on technology and gifts; pharmacy services; legal services; and long term care insurance. AARP Services also engages in new product development activities for AARP and provides certain consulting services to outside companies.