



## DUNKIN' DONUTS BRINGS HOLIDAY GLEE TO NEW YORK: \$100K IN FREE DUNKIN' DONUTS CARDS

CANTON, Mass. (December 10, 2009) – Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, is saying thank you to New Yorkers for their loyal support in the form of a very large holiday gift: \$100,000 in free Dunkin' Donuts Cards. Beginning at 10 AM today and continuing throughout the afternoon, Dunkin' Donuts representatives will distribute free \$2 Dunkin' Donuts Cards to visitors at New York's famous Herald Square. The Dunkin' Donuts Cards are good at any Dunkin' Donuts restaurant at any time to help keep New Yorkers running on Dunkin' coffee, donuts and sandwiches throughout the holidays and into the New Year.

At a special ceremony today at 10 AM at Herald Square -- featuring a giant 12-foot by 12-foot pink and orange gift box constructed by Dunkin' Donuts especially for the occasion -- Dunkin' Brands CEO and Dunkin' Donuts President Nigel Travis will officially announce the gift of free Dunkin' Donuts Cards to New Yorkers. As part of the ceremony, Jayma Mays of FOX Television's Glee will lead the crowd at Herald Square in a holiday song.

In addition, Dunkin' Donuts will donate \$10,000 to Volunteers of America - Greater New York, to support its "Toy Joy" holiday drive which provides toys to the 11,000 children living in the homeless shelter system in New York City, thousands of children living in foster care in group homes, and thousands more who live with critically ill parents.

According to Nigel Travis, the festivities and free Dunkin' Donuts Cards are a holiday present from Dunkin' Donuts to New York City, in recognition of nearly 50 years of support by loyal New York customers. "We opened our first restaurant here in 1961, and now there are more than 450 Dunkin' Donuts restaurants throughout the New York City area. Today, we want to say thank you to the millions of customers who have chosen to make Dunkin' Donuts part of their daily lives and to let them know that they can continue to count on us for delicious coffee and baked goods, great value, and some fun as well," he said.

Dunkin' Donuts has set the standard for offering a superior grade of coffee, and the company sells more than one billion cups of hot and iced coffee every year. In 2008, an independent taste test showed that Americans preferred Dunkin' Donuts coffee over Starbucks. Additionally, Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running.

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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).

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