



## DUNKIN'™ DONUTS CELEBRATES 4.6 MILLION CROISSANT DONUTS SOLD

### Extends Availability of Croissant Donut into 2015 Due to Popular Demand

CANTON, Mass. (December 17, 2014) –[Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, announced today that more than 4.6 million Croissant Donuts, delicate and flaky croissant rings glazed like a donut, have been sold nationwide since the introduction of this limited-time offer in November. The positive response from guests has made the Croissant Donut one of the most popular limited-time bakery items in recent brand history. Additionally, Dunkin' Donuts is extending the availability of the Croissant Donut into 2015 at participating Dunkin' Donuts restaurants throughout the country due to the popular demand.

"The positive customer response to our Croissant Donut reflects the success of our strategies focused on providing guests a menu that offers a combination of old favorites like our Original Blend Coffee and innovative and fun new products like the Croissant Donut," said John Costello, President, Global Marketing and Innovation for Dunkin' Brands. "We are thrilled to extend the availability of the Croissant Donut into 2015 based on popular demand."

Dunkin' Donuts is celebrating the success of the Croissant Donut and the extension of the limited-time offer into the New Year with a special "HoliDDay Spirit" Twitter sweepstakes, giving a dozen fans the chance to win \$120 mGift prizes to enjoy Croissant Donuts and any of their favorite Dunkin' Donuts menu items long after the holiday season is over. Today only, fans can tweet @DunkinDonuts with a way that they extend the holiday spirit after December 31, using the hashtag #HoliDDaySpiritSweeps, to be entered to win one of a dozen \$120 mGift prizes. No purchase necessary, must be 18+ and a legal resident of the U.S. or District of Columbia to enter. Void where prohibited. For more information about Dunkin' Donuts' "HoliDDay Spirit Sweepstakes," visit: <http://dun.kn/1znQj0w>.

As the holiday season winds down, Dunkin' Donuts has seasonal offerings perfect for the busy final weeks of the year. The brand's holiday lineup includes new Sugar Cookie flavored coffees and lattes, along with the new Holiday Wreath Donut, a festive yeast ring donut topped with green icing and red icing drizzle resembling a traditional holiday wreath design. Dunkin' Donuts' Packaged Coffee is available for the special price of three pounds for \$19.99\* at participating Dunkin' Donuts restaurants nationwide or online at [Shop.DunkinDonuts.com](#). Dunkin' Donuts is also offering its entire lineup of K-Cup® packs for the special price of two boxes for \$15.99\*. Sold exclusively at participating Dunkin' Donuts restaurants, Dunkin' Donuts K-Cup® packs varieties include Original Blend, Dark Roast, French Vanilla, Hazelnut, Dunkin' Decaf®, and for a limited time Hot Cocoa, all for use with the Keurig® Single-Cup Brewing system.

For an affordable last-minute gift that never needs wrapping, Dunkin' Donuts Cards are a great way to keep friends, family and co-workers running throughout the holidays and into 2015. Available in a variety of holiday and winter-themed designs, Dunkin' Donuts Cards can be purchased online at [DunkinDonuts.com](#) in amounts from \$2 to \$100, as well as at participating Dunkin' Donuts locations and at many pharmacy and big box retailers. Dunkin' Donuts cards have no fees and no expiration date.

Finally, shoppers can keep themselves running on Dunkin' Donuts right through Christmas Eve, as many Dunkin' Donuts restaurants will be open until 6:00 p.m. or later on December 24. And for those who want to pick up their favorite food and beverages on Christmas Day, many Dunkin' Donuts restaurants nationwide are also open on December 25.

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](#)).

\*Plus Applicable Taxes. Single bag or box of coffee at regular price. Excludes 8oz. Colombian coffee. K-Cup® is a trademark of Keurig Green Mountain, Inc. used with permission.

#### 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 hot regular/decaf/flavored coffee, iced 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 eight years running. The company has more than 11,000 restaurants in 33 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit [www.DunkinDonuts.com](#).