



## **DUNKIN' DONUTS CELEBRATES NATIONAL COFFEE DAY BY UNVEILING TWO NEW COFFEE FLAVORS AND SPECIAL \$5.99 POUND OF COFFEE OFFER**

CANTON, Mass. (September 27, 2012) – National Coffee Day is Saturday, September 29, and [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, has stirred up several exciting ways to celebrate the holiday, including two brand new varieties of coffee, a special value offer to enjoy Dunkin' Donuts' coffee at home, and the brand's biggest-ever Twitter sweeps.

Kicking off the National Coffee Day festivities, Dunkin' Donuts today unveiled Pumpkin Mocha and Pumpkin White Chocolate coffee and lattes. Available hot or iced, these two new, innovative flavors join Dunkin' Donuts Pumpkin Coffee as the perfect way to enjoy a taste of fall any time of day. Pumpkin Mocha and Pumpkin White Chocolate coffee and lattes are available for a limited time at participating Dunkin' Donuts restaurants nationwide.

Dunkin' Donuts has also brewed a big opportunity for guests to bring home America's Favorite Coffee at a discounted price. For two days only, September 29 and 30, Dunkin' Donuts' 16-ounce packaged coffee is available for only \$5.99 at participating Dunkin' Donuts restaurants nationwide while supplies last, with a limit of two per guest. Available in favorite flavors such as Original Blend, Dunkin' Decaf® and French Vanilla, Dunkin' Donuts' packaged coffee is a great way to enjoy the taste of fresh Dunkin' Donuts coffee at home.

Finally, Dunkin' Donuts is marking National Coffee Day with the brand's biggest Twitter sweeps ever. Beginning Friday and continuing through Sunday, Dunkin' Donuts' National Coffee Day Twitter Sweepstakes invites fans to share with @DunkinDonuts on Twitter "How do you take your Dunkin' coffee?," using the special hashtag #DunkinNCD. Five hundred and ninety-nine (599) winners will be randomly selected from all participants to receive a 16 oz. bag of Dunkin' Donuts' packaged coffee. For official rules and additional information related to the "Dunkin' Donuts National Coffee Day Sweepstakes," please visit: <http://www.dunkindonuts.com/content/dunkindonuts/en/promotions.html>.

Coffee lovers can celebrate the fall season long after National Coffee Day with Dunkin' Donuts' autumn array of pumpkin-flavored coffees. Dunkin' Donuts' famous Pumpkin Coffee and Lattes, available in both hot and iced, are the perfect accompaniment for a brisk walk, football games, raking leaves or any favorite fall activity. With Dunkin' Donuts' Pumpkin Packaged Coffee, available in a special eight-ounce size, and Dunkin' Donuts' Pumpkin K-Cup® packs, for use with the Keurig® K-Cup® Brewing Systems, fans can also brew Dunkin' Donuts Pumpkin Coffee at home this season. Dunkin' Donuts' K-Cup® packs are available at participating Dunkin' Donuts restaurants nationwide and come in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast.

"National Coffee Day is the perfect occasion to recognize the important role coffee plays in people's everyday lives, whether starting your morning right or keeping you running all throughout the day," said John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands. "As the nation's coffee leader, we're excited to celebrate this holiday with the introduction of new coffee flavors, a Twitter sweepstakes and a special discount on packaged coffee to make it fun, easy and affordable for our loyal fans to enjoy our coffee this weekend."

According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot traditional and iced coffee in America, selling more than one billion cups of hot and iced coffee every year. Dunkin' Donuts uses 100% Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. There are almost 7,000 Dunkin' Donuts restaurants in the United States and the District of Columbia and more than 10,000 restaurants in 32 countries worldwide.

To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](http://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](http://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 franchisee-reported sales of approximately \$6.4 billion. 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](http://www.DunkinDonuts.com).