

DUNKIN'™ DONUTS GIVES SOCCER FANS THE CHANCE TO SCORE TICKETS TO A LIVERPOOL FC MATCH IN ENGLAND

Launches "Kick It with LFC Sweepstakes" to give fans the chance to win a trip to Liverpool to watch Liverpool FC face off against Manchester United FC at Anfield

CANTON, Mass. (October 27, 2014) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced a new "Kick It with LFC Sweepstakes" in partnership with Liverpool Football Club (FC), one of the world's most historic and famous football clubs. The sweepstakes will give one lucky fan the chance to score a trip for two to Liverpool, England with to watch Liverpool FC play Manchester United FC at the historic Anfield stadium.

From now through November 10, fans can visit www.DDLFCSweeps.com to enter the sweepstakes. Fans will be asked to enter their name, email address and phone number for the chance to win, and can submit one entry each day. One lucky winner will score a trip for two to Liverpool, England to watch Liverpool FC face off against Manchester United FC at Anfield. The grand prize includes two tickets to the match, roundtrip airfare, hotel accommodations for two nights and spending money for the visit. 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' "Kick It with LFC Sweepstakes," visit: www.DDLFCSweeps.com.

While participating in the sweepstakes, soccer fans can also challenge one of their favorite Liverpool FC goalies, including Simon Mignolet, Brad Jones and Danny Ward, to a shoot out on the www.DDLFCSweeps.com website. Fans can play the game against their favorite Liverpool FC goalie, and then share their scores with their friends on Facebook and Twitter. Fans can also get some coaching on how to play the game from Liverpool FC goalie Simon Mignolet by visiting the following link: <http://dun.kn/1rL4HJn>.

Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, earlier this year announced a multi-year marketing partnership with Liverpool FC, one of the world's most historic and famous football clubs, to support global expansion of the Dunkin' Donuts and Baskin-Robbins brands. Under the agreement, Dunkin' Donuts is the official coffee, tea and bakery partner for Liverpool FC, and Baskin-Robbins is the official ice cream partner.

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 Liverpool FC

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community.

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.