

Dunkin' Donuts Heats Up Breakfast Competition With New Sausage Supreme Omelet

CANTON, Mass. (September 14, 2006) - In response to the growing demand for breakfast served on-the-go, Dunkin' Donuts today announced the latest addition to its line of fast, freshly made and affordable breakfast sandwiches - the Sausage Supreme Omelet.

Made with the original Supreme Omelet egg and melted American cheese, the new sandwich is topped with hearty sausage and served on a freshly baked bagel.

The addition of the Sausage Supreme Omelet to Dunkin' Donuts' menu comes at a time when increasing numbers of Americans are eating breakfast outside the home. According to NPFoodworld CREST data for the year ending May 2006, quick service restaurant (QSR) morning meal traffic grew five percent from the previous year. Additionally, for the same time period, approximately 29 percent of QSR morning meal orders included a breakfast sandwich.

"Dunkin' Donuts saw great success with the introduction of the original Supreme Omelet last February, driving breakfast sandwich sales up by about 17 percent that month alone," said John Gilbert, Vice President of Marketing for Dunkin' Donuts. "Our customers want fresh, on-the-go breakfast options so we challenged our culinary team to make our highest scoring breakfast sandwich even better. The Sausage Supreme Omelet is a delicious, convenient breakfast that will make our busy customers' mornings a little easier."

Now available at stores nationwide, the Sausage Supreme Omelet will satisfy customers who want a great tasting, quality breakfast they can enjoy on the go. For more information on the Sausage Supreme Omelet and other delicious Dunkin' Donuts culinary treats, please visit our website at www.dunkindonuts.com.

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,700 shops in 29 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.