



Dunkin' Donuts Introduces Personalized Cards to Celebrate Father's Day

CANTON, Mass. (May 30, 2007) -- The perfect gift just got better. Just in time for Father's Day, Dunkin' Donuts unveiled an enhanced Dunkin' Donuts rechargeable card today that allows customers the ability to personalize the card with photos and messages. The Dunkin' Donuts personalized card can be purchased online at www.DunkinDonuts.com for \$4.50 plus the card value, which is available in any amount between \$10-\$200.

Shoppers can choose from pre-designed cards or make their own personalized creation featuring a cherished photo or customized message. The Dunkin' Donuts personalized card will be accompanied by a high-quality greeting card that can be custom designed as well. Greeting cards can be selected from a wide assortment of designs to fit any special occasion, from Father's Day to birthdays to graduation and everything in between. The photo card is also a great gift for recent grads, grandparents and teachers.

"We are excited to offer our customers the opportunity to custom design cards online because we know finding the perfect gift can be a challenge," said Robert Rodriguez, Dunkin' Donuts brand president. "The Dunkin' Donuts personalized card is a convenient, unique solution to turn an ordinary gift into something special."

The Dunkin' Donuts personalized card allows customers to email a virtual greeting to notify recipients that they will be receiving a gift card in the mail.

For even greater convenience, the card can be registered for auto-recharge, which automatically adds money to the card on a specific day or when the balance on the card drops below a certain level. The card is a convenient, fast way to pay every day and can be redeemed at any participating Dunkin' Donuts restaurant. For more information or to purchase a card, please visit www.DunkinDonuts.com.

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About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular 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 hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,200 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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