



## **DUNKIN' DONUTS INVITES COFFEE LOVERS TO ENJOY LATTES FOR LESS: U.S. STORES SERVE 99-CENT ESPRESSO-BASED BEVERAGES ON FEBRUARY 26**

CANTON, MA (February 25, 2008) -- On Tuesday, February 26, Dunkin' Donuts wants to ensure that no coffee lover is denied a delicious espresso-based beverage. The world's largest coffee and baked goods chain will offer all customers a small latte, cappuccino or espresso drink of their choice, hot or iced, for the special price of 99 cents. The promotion will be available in participating Dunkin' Donuts' shops across the country from 1 PM to 10 PM.

This special offer follows last week's announcement that, for the second year in a row, Dunkin' Donuts ranked number one in customer loyalty in the coffee category by the Brand Keys Customer Loyalty Engagement Index. Brand Keys, Inc., a research consultancy considered the world leader in customer loyalty and engagement metrics, conducted the national survey. According to the survey, Dunkin' Donuts was the leading brand for consistently meeting or exceeding consumer expectations.

"Long before we launched the espresso revolution in 2003 and made it possible for customers to enjoy authentic lattes without long waits, high prices and confusing sizes, the hard-working people who keep this country running recognized Dunkin' Donuts as the place to enjoy high-quality coffee and baked goods any time of day at an affordable price," said Will Kussell, President and Chief Brand Officer of Dunkin' Donuts Worldwide. "We are honored to be acknowledged for our long-time superior customer experience and satisfaction, and we hope our loyal customers and coffee lovers nationwide will help us celebrate on February 26 with a 99-cent latte."

For millions of people, enjoying a cup of Dunkin' Donuts coffee is a daily ritual. Dunkin' Donuts has set the standard for offering a superior grade of coffee, and the company sells more than one billion cups of hot and iced coffee every year. In 2007, AOL.com readers cited Dunkin' Donuts as the "Best Overall" coffee.

In addition to its wide variety of beverages and baked goods, Dunkin' Donuts recently launched an all-day Oven-Toasted menu, featuring exciting new menu items, including flatbread sandwiches and hash browns. The menu items are now available in 3,500 shops throughout the country, including participating Dunkin' Donuts locations in New England, New York and Florida, and will be available nationwide by spring. Dunkin' Donuts shops have received an entirely new cooking platform, using patented technologies, to deliver the "Oven-Toasted" result and enhance the taste and quality of both new and existing menu items.

Dunkin' Donuts is currently in the midst of aggressive expansion, moving into new U.S. markets while opening new stores in its current cities. Within the past year, the company has launched plans or entered into agreements for significant expansion in Las Vegas, Indianapolis, Phoenix, Dallas, Austin and Houston, among other locations. Dunkin' Donuts is also increasing its presence in international markets, including the company's recent announcement to expand into mainland China.

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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 shop in America. Dunkin' Donuts has more than 7,900 shops in 31 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

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