



DUNKIN' DONUTS K-CUP PACKS NOW AVAILABLE IN CALIFORNIA EXCLUSIVELY AT BASKIN-ROBBINS SHOPS

CANTON, MA (October 4, 2012) – Baskin-Robbins now has something new and exciting for guests in California alongside its world-famous ice cream, frozen treats, and custom ice cream cakes. [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced that beginning today participating Baskin-Robbins shops in California will offer Dunkin' Donuts K-Cup® packs, making "America's Favorite Coffee" available in California for the very first time for use with Keurig® single cup brewing systems. Both [Dunkin' Donuts](#) and Baskin-Robbins are part of the Dunkin' Brands Group, Inc.'s family of brands.

Sold exclusively in California at participating Baskin-Robbins shops, Dunkin' K-Cup® packs are offered in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast. The suggested retail price for a 14-count box is \$12.99.

As part of Baskin-Robbins' launch of Dunkin' K-Cup® packs in California, the company is celebrating with the "Baskin-Robbins \$1K Giveaway," in which today through October 11, Baskin-Robbins will randomly surprise a total of six guests at its restaurants throughout the state with a check for \$1,000, a Keurig® K-Cup® brewing system and a year's supply of Dunkin' K-Cup® packs. Please visit www.baskinrobbins.com/sweepstakes for official rules.

"This is an exciting day for our Baskin-Robbins guests and franchisees in California," said Nigel Travis, Chief Executive Officer, Dunkin' Brands Group, Inc., and President, Dunkin' Donuts U.S. "There is incredible passion for the Dunkin' Donuts brand on the West Coast, as evidenced by the sales of our bagged coffee at grocery stores, the recent opening of the Dunkin' Donuts restaurant on Camp Pendleton, and in our conversations with fans on our social media channels. We're excited to bring our two brands together for this launch, and we look forward to keeping Californians running with our great-tasting Dunkin' Donuts coffee at home or in the office, one cup at a time."

Dunkin' Donuts began offering K-Cup® packs exclusively in restaurants nationwide in August 2011. Keurig® single cup brewers for use in-home and in the office utilize patented, innovative brewing and single-cup technology to deliver a fresh-brewed, perfect cup of coffee, every time at just the touch of a button.

According to The NPD Group / CREST®, Dunkin' Donuts restaurants serve the most hot traditional and iced coffee in America, selling 1.5 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 was ranked number one in customer loyalty in the coffee category for the sixth consecutive year by the 2012 Brand Keys Customer Loyalty Engagement Index.

For more information about Baskin-Robbins' wide variety of ice cream flavors and frozen treats or to find a shop near you, visit www.BaskinRobbins.com, and follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).

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). Keurig® and K-Cup® are trademarks of Keurig, Incorporated, used with permission. K-Cup® packs for Keurig® K-Cup® brewing systems.

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About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at nearly 7,000 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. For the full-year 2011, Baskin-Robbins' shops had global franchisee-reported sales of approximately \$1.8 billion. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit www.BaskinRobbins.com.

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.

About Dunkin' Brands

With more than 17,000 points of distribution in nearly 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of the second quarter 2012, Dunkin' Brands' nearly 100 percent franchised business model included more than 10,000 Dunkin' Donuts restaurants and nearly 7,000 Baskin-Robbins restaurants. For the full-year 2011, the company had franchisee-reported sales of approximately \$8.3 billion. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

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