



DUNKIN'™ DONUTS KICKS OFF "ULTIMATE LIVERPOOL FC FAN EXPERIENCE SWEEPSTAKES"

Sweepstakes celebrates Liverpool FC's upcoming summer U.S. tour and

Dunkin' Donuts' range of refreshing Iced Coffee flavors

CANTON, MA (June 3, 2014) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced the kick-off of its "Ultimate Liverpool FC Fan Experience Sweepstakes" in partnership with Liverpool FC, one of the world's most historic and famous football clubs. The sweepstakes will give fans the chance to score the ultimate Liverpool FC fan experience during the club's upcoming summer U.S. tour and also celebrate Dunkin' Donuts' range of delicious Iced Coffee flavors available this season.

From now through July 13, fans can visit www.DDLFCSweeps.com to enter the sweepstakes. Fans will be asked to enter their name, email address, phone number and favorite seasonal Dunkin' Donuts Iced Coffee flavor including Caramel, Mocha, Cookie Dough and Butter Pecan, for the chance to win. Three lucky winners will score a trip for two to Boston for a VIP experience at Liverpool FC's pre-season match against AS Roma at Fenway Park on July 23rd. Each winner will also receive free Dunkin' Donuts Iced Coffee for a year, fulfilled as \$500 in Dunkin' Donuts cards.

For fans who really want to get into the soccer action and earn five additional sweepstakes entries each day, Dunkin' Donuts and Liverpool FC are also inviting fans to "LFC Yourself." As part of the "Ultimate Liverpool FC Fan Experience Sweepstakes" Facebook tab, fans can pick their favorite Liverpool FC player, choose their favorite Dunkin' Donuts Iced Coffee flavor and add their photo to create their own "face-in-the-hole" photo of themselves in a Liverpool FC soccer kit. Fans who create an "LFC Yourself" photo earn five additional entries for the sweepstakes. 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' "Ultimate Liverpool FC Fan Experience Sweepstakes," visit: www.DDLFCSweeps.com.

Dunkin' Donuts offers a wide range of refreshing Iced Coffee flavors at participating restaurants nationwide, including its new flavors inspired by Baskin-Robbins ice creams. Dunkin' Donuts' new Cookie Dough Iced Coffee puts the sweet taste of cookie dough in a cup of iced coffee for the first time, while new Jamoca® Almond Fudge Iced Coffee gives taste buds a buzz with the flavor of coffee combined with roasted almonds and chocolate. Dunkin' Donuts is also bringing back Butter Pecan Iced Coffee, featuring the flavors of indulgent butter roasted pecans and sweet cream. All three flavors are also available in Hot Coffee, Hot and Iced Lattes, and Frozen Coffee Coolatta® frozen drinks through spring and into the summer at participating Dunkin' Donuts restaurants nationwide.

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 Football Club, 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 Football Club, and Baskin-Robbins is the official ice cream partner. The partnership will help both Dunkin' Brands and Liverpool Football Club further engage with their fans around the globe through joint promotions, digital and print advertising, and appearances during pre-season tours.

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).

###

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 hot regular/decaf/flavored coffee, iced 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 eight years running. The company has nearly 11,000 restaurants in 33 countries worldwide. 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 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.