

## Dunkin' Donuts Launches "America's Latte Break"

CANTON, Mass. (Oct. 1, 2008) - In today's tough economy, Dunkin' Donuts is introducing a new way for Americans to treat themselves to a delicious latte without blowing the lid off their budget. Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, today launched "America's Latte Break," a new nationwide program to help people keep themselves running in the afternoon more affordably. Beginning today, customers at any participating Dunkin' Donuts shop throughout the country can purchase a small hot or iced Dunkin' Donuts Latte on any weekday between 2 p.m. and 5 p.m. for just 99 cents through November 11.

"Americans are facing more and more challenges every day, as the economy forces many hard-working people to make difficult choices to keep their spending down. Whether or not to treat yourself to an afternoon latte shouldn't have to be one of them," said Frances Allen, Brand Marketing Officer for Dunkin' Donuts. "Dunkin' Donuts has been serving great coffee for more than 50 years, and no one knows better than us how important a cup of coffee can be in keeping people at their best. With America's Latte Break, those who keep this country running can keep themselves running with a delicious, high-quality latte, without breaking the bank."

Dunkin' Donuts will further offer customers outstanding value with a "Dunkin' Deal" featuring a 99 cent Egg and Cheese Sandwich with the purchase of a medium or larger hot coffee available at participating Dunkin' Donuts shops nationwide through November 11.

To coincide with the two national value offers, beginning today Dunkin' Donuts will showcase new advertising that focuses on the company's coffee leadership. The new advertising features hard-working Americans, from a waitress to an office worker to a mail carrier, determinedly climbing up a hill. The ad illustrates people taking on their respective "uphill battle" with a fresh cup of Dunkin' Donuts coffee in hand to help keep them going until they reach the top. The ad reminds people that no matter how difficult their day gets, Dunkin' Donuts will keep them running strong. The 30-second and 15-second television, radio and outdoor spots will run through November.

The Dunkin' Donuts Latte is made with rich espresso, derived from high-quality coffee beans, and steamed milk. Customers can choose to add any of Dunkin' Donuts' nine sugar-free flavorings for an added flavor kick, such as cinnamon, chocolate, caramel or French vanilla. Dunkin' Donuts Hot Latte Lite, made with steamed skim milk and sweetened with SPLENDA® No Calorie Sweetener, has only 70 calories for 10-ounce serving. Dunkin' Donuts' espresso beverages are available in regular or decaffeinated, hot or iced.

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### About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is the #1 retailer of hot and iced regular coffee-by-the-cup in America, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the #1 ranking for customer loyalty in the coffee category by Brand Keys for two years running. The company has more than 7,900 restaurants in 30 countries worldwide. In 2007, Dunkin' Donuts' global system-wide sales were \$5.3 billion. 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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