



Dunkin' Donuts Launches New Advertising Campaign "America Runs on Dunkin'(SM)"

Most Significant Repositioning Effort in Company's History Focuses on American Values of Hard Work and Fun

With Acquisition Complete, Aggressive National Expansion Planned

CANTON, MASS. (April 10, 2006) - Dunkin' Donuts today unveiled a new, multi-million dollar advertising campaign that revolutionizes the brand's position by focusing on how Dunkin' Donuts keeps busy Americans fueled and on the go. The new campaign is a fun and often quirky celebration of life, showing Americans embracing their work, their play and everything in between - accompanied every step of the way by Dunkin' Donuts.

The launch of "America Runs on Dunkin'" marks the most significant repositioning effort in the company's 55-year history and is the first to debut since Dunkin' Brands, the parent company of Dunkin' Donuts, was acquired last month by a consortium of private equity firms consisting of Bain Capital Partners LLC, The Carlyle Group and Thomas H. Lee Partners LP.

Created by Boston-based Hill, Holliday, the creative platform debuts the new tagline "America Runs on Dunkin'" and includes eight 30-second and eight 15-second television spots, nine radio spots, a multi-tiered print effort, in-store advertising, outdoor program and an online component. The ads will stress the company's primary mission to provide a full range of quality food and beverages that are affordably priced and served fast.

Visually, the ad campaign comes to life through a set of interactive icons that represent the campaign tagline - "America Runs on Dunkin'." The icons help to drive the concept that Dunkin' Donuts' freshly-made coffee and baked goods energize Americans from all walks of life so they can keep the country running on their dedicated hard work and positive outlooks. The campaign pays homage to those who embody the authentic spirit on which America was founded, as everyday people are shown bringing their honesty, enterprising creativity and good humor to their work, families and communities.

According to John Gilbert, Dunkin' Donuts vice president of marketing, the new campaign marks a pivotal point for the brand as the company plans an aggressive growth strategy aimed at tripling in size over the next ten years by entering new markets across the country and expanding the menu offering beyond breakfast.

"The new Dunkin' Donuts brand essence is about invigorating the hard-working people that keep America running day-to-day," said Gilbert. "Dunkin' Donuts as a brand appeals to a broad spectrum of customers demographically and is associated with high-quality products for a good value, a strong work ethic, and a grounded sense of our own identity. Because these are concepts that are also central to the American value system, we believe our customers will strongly identify with this campaign."

In conjunction with the campaign, Dunkin' Donuts will launch a special section of the company's website (www.dunkindonuts.com) called the "D Stop" that will feature fun, interactive elements for customers online, including videos, games, quizzes, and an order form that will make the daily Dunkin' Donuts run quicker and easier.

"This campaign is designed to connect emotionally with the hard-working cross-section of Americans who keep this country running every day; from the construction worker, to the office worker to the lawyer and so forth," said Jeff Bonasia, Hill Holliday's senior vice president and group account director. "'America Runs on Dunkin' speaks to the role Dunkin' Donuts plays in people's lives, fueling them physically and emotionally, whether they're at work or at play. It's honest, direct and has a sense of humor that's true to the heart and soul of Dunkin'."

The "America Runs on Dunkin'" national marketing campaign breaks today on all major networks including ABC, CBS, NBC and on various cable stations, and in print in Boston, Hartford and other key markets. It will be fully supported via online and offline marketing campaigns, in addition to broadcast, print and online placements.

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of 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 donuts, coffee, bagels and muffins than any other quick service restaurant in America. Dunkin' Donuts has more than 5,800 stores in the United States and 29 other countries. For more information, visit www.dunkindonuts.com.

About Hill, Holliday

Hill, Holliday, owned by the Interpublic Group of Companies Inc. (NYSE:IPG) and headquartered in Boston with offices in New York, San Francisco, Miami Beach and Greenville, S.C., is one of the top communication agencies in the nation. Hill, Holliday has won every major award for advertising excellence and effectiveness and has among its roster of clients leading national and regional brands such as Anheuser-Busch, American Red Cross, CVS, Dell, Dunkin' Donuts, EMC, John Hancock, The Massachusetts State Lottery, PricewaterhouseCoopers, Putnam Investments, TJX Cos., Tyco, and Verizon Wireless. Hill, Holliday can be found on the Web at www.hhcc.com.