



DUNKIN' DONUTS LIFTS HALLOWEEN SPIRITS WITH THE RETURN OF THE BOSTON SCREAM DONUT

CANTON, Mass. (October 24, 2012) – Halloween is almost here, and [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, has brewed up a host of ghostly goodies to make the season sweeter for trick-or-treaters of all ages. Leading Dunkin' Donuts' "spooktacular" Halloween lineup is the return of the Boston Scream Donut, Dunkin' Donuts' frightfully delicious variation of its classic Boston Kreme donut, decked out for the holiday with an orange icing drizzle. The Boston Scream Donut is available through Halloween at participating Dunkin' Donuts restaurants nationwide.

Dunkin' Donuts is also inviting fans to celebrate Halloween by dressing up their cup for a chance to win a \$100 Dunkin' Donuts Card. Dunkin' Donuts is introducing its first-ever #DresseDD Twitter and Instagram Contest. Today through October 29, fans are encouraged to tweet @DunkinDonuts on Twitter or Instagram photos of their Dunkin' Donuts cups cloaked in a creative Halloween costume, using the special hashtag #DresseDD. On Halloween day, October 31, Dunkin' Donuts will share the photos of five winners selected for their creativity and Halloween spirit, who will each win a \$100 Dunkin' Donuts Card to help keep running with Dunkin' Donuts coffee, donuts, sandwiches and baked goods long after the holiday. For additional terms and conditions related to Dunkin' Donuts' #DresseDD sweeps, visit: <http://dun.kn/dresseDD>.

This Halloween, the Munchkins are also showing off several new costumes. Perfect for haunted houses, ghoulish gatherings or any Halloween party, Dunkin' Donuts' Munchkins™ donut hole treats this season come packed in a limited-edition, Halloween-themed box, featuring the classic treat disguised for the holiday in festive costumes. Available in 25 and 50 count boxes at participating Dunkin' Donuts restaurants nationwide through the end of the month, they are sure to make any party guest or ghost shriek with delight.

The spirit of Halloween is haunting Dunkin' Donuts' mobile application for payment and gifting as well. Guests can now purchase a mobile Dunkin' Donuts Card in several fun new seasonal designs, featuring cartoon images of jack-o-lanterns lit by Dunkin' Donuts coffee, zombies rising from the ground with coffee in hand, and vampires encouraging all to "stay calm and drink coffee." With the Dunkin' App for iPhone, iPod Touch and Android smartphones, guests can purchase Dunkin' Donuts products by simply tapping their mobile Dunkin' Donuts Card and presenting the screen to be scanned. Additionally, with the App's mGift feature, Dunkin' Donuts allows people to send virtual gift cards by text, email and Facebook Connect.

Finally, participating Dunkin' Donuts restaurants offer several ways to enjoy the taste of pumpkin on-the-go this season. Dunkin' Donuts' Pumpkin Coffee and Lattes, available in both hot and iced, offer a delicious boost for anyone preparing for a long night of tricks or treats. Guests can also sink their fangs into Dunkin' Donuts' Glazed Pumpkin Cake Donuts and Munchkin Donut Hole Treats, as well as a Pumpkin Muffin featuring creamy white icing and sweet streusel crumbs.

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). Images are available upon request.

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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.