



DUNKIN' DONUTS MAKES CROISSANT DONUT A PERMANENT MENU ITEM

Croissant Donut introduced in November as limited-time offer, 8.5 million sold to date

Dunkin' Donuts also celebrates Valentine's Day with Twitter sweepstakes, turning sweet tweets to sweethearts into video donut dedications

CANTON, Mass. (February 11, 2015) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, announced today that the Croissant Donut has been added as a permanent addition to the brand's bakery lineup. The Croissant Donut, a delicate and flaky croissant ring glazed like a donut, was introduced in November as a limited-time only menu item, and became one of the most popular limited-time bakery items in recent brand history. Dunkin' Donuts recently extended the availability of the Croissant Donut into 2015 and, due to popular demand, has now decided to make the Croissant Donut a permanent menu item at participating Dunkin' Donuts restaurants nationwide.

Dunkin' Donuts has sold 8.5 million Croissant Donuts since its introduction as a limited-time offer in November. Dunkin' Donuts plans to expand the Croissant Donut platform throughout 2015, offering guests new and unique flavor options. Beginning this March, a Boston Kreme Croissant Donut, a Croissant Donut filled with Bavarian Kreme and drizzled with chocolate icing, will be available at participating Dunkin' Donuts restaurants throughout Monmouth and Ocean County, New Jersey.

"The Croissant Donut received an overwhelmingly positive response from our guests, and we are thrilled to make it a permanent menu item due to popular demand," said John Costello, President, Global Marketing and Innovation for Dunkin' Brands. "With Dunkin' Donuts' unrivaled donut heritage, the Croissant Donut platform will allow us to bring even more new and exciting flavor options to our fans. I look forward to seeing what our Culinary Team comes up with."

Additionally, Dunkin' Donuts has brought back a heartfelt Twitter sweepstakes in honor of the return of its heart-shaped donuts (Brownie Batter and Cookie Dough donut flavors). Beginning today, February 11, through February 13, fans are invited to tweet a message to their loved one, using the hashtag #DDHearts & #Sweeps. On February 13, up to 10 participants will receive a \$100 mGift and have their tweet turned into a special donut dedication video they can send to their Valentine. Each video will feature their message and a heart-shaped donut personalized with the name of their sweetheart. The donut will be personally created and decorated by Rick Golden, Dunkin' Donuts' Manager of Donut Excellence. One grand prize winner will also receive two JetBlue travel certificates. No purchase necessary, must be 18+ to enter. Void where prohibited. For additional terms and conditions related to Dunkin' Donuts' "Heartfelt" Twitter Sweepstakes, please visit: <http://dun.kn/1EGWv7D>.

Dunkin' Donuts has been a leader in the donut category for 65 years, selling 2.5 billion donuts and MUNCHKINS® donut hole treats annually worldwide. Within the United States, Dunkin' Donuts offers more than 70 varieties of donuts, including beloved flavors such as Boston Kreme, Glazed, Chocolate Glazed Cake and Chocolate Frosted.

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).

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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 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 more than 11,300 restaurants in 36 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.