



## DUNKIN'™ DONUTS MAKES MOTHER'S™ DAY A SWEET CELEBRATION WITH MOM'S™ HEART DONUT

Other great Dunkin' Donuts gifts for mom include "This Mom Runs on Dunkin'" tumbler

and special Mother's Day-themed mGifts

CANTON, Mass. (May 6, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, has brewed up a variety of sweet and easy ways to help celebrate Mother's Day this year. First, participating Dunkin' Donuts restaurants nationwide will once again offer the Mom's Heart Donut, a heart-shaped donut filled with Bavarian Kreme, topped with strawberry flavored icing and festive heart-shaped sprinkles.

In addition, Dunkin' Donuts is offering a "This Mom Runs on Dunkin'" tumbler to help Mom enjoy her fresh brewed coffee at home or on the go. The 16-ounce tumbler is top rack dishwasher-safe, and is perfect for fueling Mom throughout her busy day. The tumbler is available at participating Dunkin' Donuts restaurants.

Finally, guests looking to keep Mom running with Dunkin' Donuts food and beverages long after the holiday can purchase limited-edition Mother's Day virtual Dunkin' Donuts Cards, available in several fun designs. Dunkin' Donuts Mobile Cards can be sent via email, text or Facebook through the mGift feature on the Dunkin' Donuts mobile app, available for both iPhone and Android smartphones. With the mGift feature, users can send a variety of virtual Dunkin' Donuts Cards, which can be redeemed directly from a mobile phone at more than 6,000 participating U.S. Dunkin' Donuts locations. All Dunkin' Donuts mGifts can also be added directly to the Dunkin' App, reloaded right from the phone, and used as a fast, convenient way to pay.

"Our guests look to Dunkin' Donuts for fun and affordable ways to celebrate holidays, and we love providing them with a variety of options to do so," said John Costello, Dunkin' Donuts President, Global Marketing and Innovation. "Our lineup for Mother's Day makes it easy for our busy guests to show their love and appreciation for Mom on her special day."

In addition to Mother's Day themed items, earlier this month Dunkin' Donuts announced that the Turkey Sausage Breakfast Sandwich, a DDSMART menu item with under 400 calories, has been added to the restaurant's permanent menu. The Turkey Sausage Breakfast Sandwich features a fried egg topped with turkey sausage and a slice of reduced fat cheddar cheese, served on an oven-toasted English Muffin. In addition, Dunkin' Donuts is introducing three new Coolatta® frozen beverage flavors: Berry Blast, Raspberry Lime and Minute Maid® Orange. These frozen drink varieties are available for a limited time at participating restaurants nationwide. Throughout May, guests can enjoy refreshment at a value, with a small Coolatta beverage in any variety for the special price of only \$1.99.

To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](http://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](http://www.twitter.com/DunkinDonuts)).

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