



DUNKIN' DONUTS MAKES TAX DAY A LITTLE SWEETER WITH FREE DONUTS

CANTON, Mass. (April 8, 2008) -- This year, Dunkin' Donuts, the world's largest coffee and baked goods chain, wishes its customers a less taxing Tax Day by offering all customers a free donut with the purchase of any size cup of Dunkin' Donuts' hot coffee. On April 15, customers, regardless of whether they owe taxes or are entitled to a refund, can stop by any participating Dunkin' Donuts shop nationwide and select from among a wide variety of delicious donuts.

"We hope that Dunkin' Donuts can make Tax Day a little more palatable for tax filers and coffee lovers by offering them a delicious free donut. We know Americans work hard for their money and this is our small way of showing our appreciation," said Frances Allen, Dunkin' Donuts Brand Marketing Officer."

For millions of people, enjoying a cup of Dunkin' Donuts coffee is a daily ritual. Dunkin' Donuts has set the standard for offering a superior grade of coffee, and the company sells more than one billion cups of hot and iced coffee every year. In 2007, AOL.com readers cited Dunkin' Donuts as the "Best Overall" coffee. For the second year in a row, Dunkin' Donuts ranked No. 1 in the coffee category by the Brand Keys Customer Loyalty Engagement Index. According to the survey, Dunkin' Donuts was the leading brand for consistently meeting or exceeding consumer expectations.

In addition to its wide variety of beverages and baked goods, Dunkin' Donuts recently launched an all-day Oven-Toasted menu, featuring exciting new menu items, including flatbread sandwiches and hash browns. The menu items are now available at participating Dunkin' Donuts locations nationwide. Dunkin' Donuts shops have received an entirely new cooking platform, using patented technologies, to deliver the "Oven-Toasted" result, enhancing the taste and quality of both new and existing menu items.

Dunkin' Donuts is currently in the midst of aggressive expansion, moving into new U.S. markets while opening new stores in its current cities. Within the past year, the company has launched plans or entered into agreements for significant expansion in Las Vegas, Indianapolis, Phoenix, Dallas, Austin, and Houston, among other locations. Dunkin' Donuts is also increasing its presence in international markets, including the company's recent announcement to expand into mainland China.

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About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular 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 hot regular coffee, iced coffee, donuts, and bagels than any other quick service shop in America. Dunkin' Donuts has more than 7,900 shops 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.

Contact:

Michelle King
Dunkin' Brands
Phone: 781-737-3585
Email: Michelle.King@dunkinbrands.com

Casey Corrigan
RF Binder
Phone: 212-994-7530
Email: Casey.Corrigan@rfbinder.com