

DUNKIN'™ DONUTS OPENS FIFTH GREAT WOLF LODGE LOCATION

Leading QSR Brand Continues Expansion in the Hotel Sector

CANTON, Mass. (June 22, 2015) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, opened its newest hotel location at the Great Wolf Lodge in Sandusky, Ohio, making it the fifth restaurant to open under a franchising agreement between Dunkin' Donuts and Great Wolf Resorts. Dunkin' Donuts has existing restaurants at Great Wolf Lodge in Concord, N.C.; Williamsburg, Va.; Traverse City, Mich. and Fitchburg, Mass.

Great Wolf Resorts, Inc. owns and operates all five of these locations, which serve Dunkin' Donuts' menu of delicious food and beverages that can be enjoyed all throughout the day. These items include a range of hot and iced coffee and espresso beverages; a variety of donuts, muffins and croissants; and oven-toasted breakfast sandwiches.

"We're excited to further our partnership with Dunkin' Donuts at our resort in Sandusky, Ohio, just in time for the busy summer season," said Chris Hammond, corporate director of food and beverage, Great Wolf Lodge. "Guests love the convenience of grabbing coffee or a snack throughout the day, and the addition of Dunkin' Donuts to our Ohio property is a perfect complement to our other food and beverage services."

Opportunities exist to grow with Dunkin' Donuts and Baskin-Robbins, the company's sister brand, individually or as combination units in the hotel sector. Flexible design options are available to suit any lodging facility, including full retail restaurants, kiosks and self-serve hot coffee stations perfect for gift shops and general stores. Dunkin' Donuts and Baskin-Robbins locations can also be designed to suit specific areas such as snack bars and convention registration areas. Dunkin' Donuts' bakery products can be prepared in the property's own kitchen, with the addition of some simple equipment, giving the food and beverage team flexibility to manage product inventory in accordance with guest traffic.

"Expansion in lodging continues to be a focus for our brands, and we continue to seek the right franchisees to expand our presence in hotels around the country," said Chris Burr, director of non-traditional development, Dunkin' Brands. "The first Dunkin' Donuts location at Great Wolf Lodge opened in 2009 and over the past six years they have proven to be a valued partner of ours."

For more information about Dunkin' Donuts, please visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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 nine years running. The company has more than 11,300 restaurants in 37 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.

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.® Madison, Wis., is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge® brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; Fitchburg, Mass; and Concord, N.C. Additional information may be found on the company website at <http://www.greatwolf.com>.