



DUNKIN'™ DONUTS PARTNERS WITH UNIVERSAL MUSIC LATIN ENTERTAINMENT FOR "RHYTHM OF THE NIGHT"

Dunkin' Donuts Facebook fans can celebrate Latin music's big night with a complimentary music download of the hottest tracks from some of this year's nominees

CANTON, MA (April 25, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced its continued partnership with Universal Music Latin Entertainment (UMLE) as the exclusive coffee provider of the highly anticipated "Rhythm of the Night" after-party, following the Billboard Latin Music Awards in Miami on Thursday, April 25. The star-studded event at LMNT will include special performances by top artists and exclusive mixes from today's hit DJs provided by LatinMixx. Dunkin' Donuts will be serving freshly-brewed hot and iced coffee and Munchkins® donut hole treats to keep the guests running throughout the celebration.

"We are proud to continue our partnership with Universal Music Latin Entertainment and their exciting event that celebrates the accomplishments in Latin music and entertainment," said John Costello, President, Global Marketing and Innovation at Dunkin' Brands. "This partnership offers an exciting opportunity for Dunkin' Donuts to build brand loyalty and deepen our relationships with our Hispanic guests."

To celebrate with its fans on Facebook, Dunkin' Donuts recently launched a free, customized music shop tab on its Facebook page, allowing fans a complimentary song download while supplies last from among 10 pre-selected tracks from this year's top nominees of Latin music's big night. The Facebook application will be available to fans through May 5 and can be found here: https://www.facebook.com/DunkinDonuts/app_170027886484322

"We are thrilled to support Universal Music Latin Entertainment's event and to provide both new and existing Dunkin' Donuts fans with a free song download from some of Latin's music's most popular artists," said Xavier Turpin, Director of Multicultural Marketing at Dunkin' Brands. "Engaging with our social community allows us to expand our reach to our fans so they too are able to take part in this exciting night."

As part of the partnership, Universal Music Latin Entertainment will incorporate the Dunkin' Donuts brand in pre-event promotions including advertisements on social media sites, on the UMLE website and in newsletters.

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 Universal Music Latin Entertainment

Universal Music Latin Entertainment (UMLE) is comprised of Universal Music Latino, Machete, Fonovisa, Disa, Universal Music Mexico & Central America, the Edimonsa, Disa, Fonovisa and Universal Latin publishing catalogs, and GTS Global Talent Services, a management service division. UMLE is a division of Universal Music Group, the world's leading Music Company.