

DUNKIN'™ DONUTS SIGNS MASTER FRANCHISING AGREEMENT TO DEVELOP IN VIETNAM

Plans to develop Dunkin' Donuts restaurants across Vietnam

over the next several years

CANTON, MA (Jan. 30, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced that the company has signed a franchise agreement with Vietnam Food and Beverage Co. Ltd., whose partners have a proven track record of success in the local restaurant industry, to develop the brand in Vietnam. The agreement calls for the development of Dunkin' Donuts restaurants across the country over the next several years, with the first locations planned for the Ho Chi Minh city area.

"Our guests from around the world love Dunkin' Donuts' wide variety of high-quality beverages and baked goods, all served in a fast, friendly environment and at a great value," said Giorgio Minardi, President, Dunkin' Brands International. "We are excited to partner with Vietnam Food and Beverage Co. Ltd., which has a deep knowledge of the Vietnamese consumer, to open the first Dunkin' Donuts restaurants in Vietnam. We look forward to working with them to bring Dunkin' Donuts' delicious offerings to guests across the country."

Dunkin' Donuts restaurants in Vietnam will feature the brand's high-quality coffee and baked goods, including Dunkin' Donuts Original Blend Coffee, a wide assortment of donuts, delicious breakfast and bakery sandwiches, and other beverages including Coolatta® frozen drinks and freshly brewed Iced Tea. Dunkin' Donuts' will also offer regional menu items to cater to local Vietnamese tastes.

"Dunkin' Donuts' wide assortment of hot and iced beverages, baked goods and sandwiches are a great fit for the Vietnamese consumer," said Le Hong Thuy Tien, Chairman of Vietnam Food and Beverage Co. Ltd., Dunkin' Donuts franchisee in Vietnam. "We're delighted to bring the brand to cities across Vietnam in the years ahead, and look forward to making Dunkin' Donuts the coffee and baked goods brand of choice for our Vietnamese guests."

Dunkin' Donuts currently has more than 10,000 restaurants around the world in 32 countries, including more than 1,450 locations in Southeast Asia. In 2012, the brand entered several new markets, including India and Guatemala, and announced expansions in a number of existing markets, including Chile, Colombia and Germany. Dunkin' Donuts' sister brand, Baskin-Robbins, entered Vietnam in January 2012 and currently has 13 locations in the country.

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).