Dunkin' Donuts Supercharges its Beverage Line-up with New Turbo Ice(TM) Iced Coffee

CANTON, Mass. (July 21, 2005) - Dunkin' Donuts, officially recognized as the Best Coffee in America, is taking its iced coffee line-up to the extreme with the introduction of new Turbo Ice, Dunkin' Donuts' delicious iced coffee blended with a shot of authentic espresso. Available year-round at participating Dunkin' Donuts stores, Turbo Ice delivers an extra kick to your coffee break and helps supercharge you to power through your day or night.

Turbo Ice combines refreshing iced coffee and real espresso for twice the coffee flavor. Turbo Ice can be customized with one of nine cool and delicious flavors, including blueberry, coconut, raspberry, marshmallow, caramel, toasted almond, French vanilla, hazelnut and cinnamon. Coffee lovers can opt for one flavor, or choose to creatively combine several, expressing their personal preference for getting supercharged.

"In test markets, we found Turbo Ice especially popular with young adults looking for an extra boost to help them through their busy and fast-paced day," said John Gilbert, vice president of marketing at Dunkin' Donuts. "For young people, coffee is really the cool thing to drink, and Turbo Ice takes that cool to a whole new extreme."

According to the National Coffee Association, more than 41 million Americans switch to iced coffee during the spring and summer months. Millions of iced coffee lovers turn to Dunkin' Donuts because they recognize the quality of its iced coffee -- made with the same high quality Arabica beans used to make its hot coffee -- stands apart from the competition. The secret is in the care Dunkin' Donuts takes in making the beverage. The full-bodied flavor of Dunkin' Donuts' iced coffee is achieved during the double-brewing process - or using twice the amount of fresh ground coffee - and then adding ice until the mixture doubles in volume. The result is a smooth, rich taste sensation - iced coffee that is never bitter or watered down.

About Dunkin' Donuts
Founded in 1950, today Dunkin' Donuts is the number one retailer of 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 baked goods chain in the world and sells more donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,100 shops in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. and part of Allied Domecq PLC, a highly successful and dynamic global business in spirits, wines and quick service restaurants. Fore more information, visit www.DunkinDonuts.com.