



## DUNKIN'™ DONUTS TO CELEBRATE NATIONAL COFFEE DAY WITH FREE COFFEE OFFER THROUGH DUNKIN'™ APP ON SUNDAY, SEPTEMBER 29

Free small hot or iced coffee available via Dunkin' App on September 29

Dunkin' Donuts to also offer packaged coffee for only \$5.99 and K-Cup® packs for only \$7.99 on September 28 and 29

CANTON, Mass. (September 23, 2013) –National Coffee Day is Sunday, September 29, and [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, will celebrate by treating fans to a free cup of the brand's famous coffee. Dunkin' Donuts will heat up the holiday with a cool mobile offer for a free small hot or iced Dunkin' Donuts coffee at participating Dunkin' Donuts restaurants throughout the U.S. The offer is available and redeemable only on September 29 through the "My Offers" tab of the Dunkin' App, the brand's app for mobile payment and gifting. The Dunkin' App is available for free from the App Store on iPhone or iPod touch or at [www.itunes.com/appstore](http://www.itunes.com/appstore) and from the Google Play Store at <https://play.google.com/store>.

Dunkin' Donuts has also brewed a big opportunity for guests to bring home America's Favorite Coffee for National Coffee Day at a discounted price. For two days only, September 28 and 29, Dunkin' Donuts' 16-ounce packaged coffee is available for only \$5.99 at participating Dunkin' Donuts restaurants nationwide and [online](#) while supplies last, with a limit of two per guest\*. Available in favorite flavors such as Original Blend, Dunkin' Decaf® and French Vanilla, Dunkin' Donuts' packaged coffee is a great way to enjoy the taste of fresh Dunkin' Donuts coffee at home.

Also on September 28 and 29, guests can purchase Dunkin' Donuts K-Cup® packs at a special price of \$7.99 for a 14-count box. The offer is available at participating Dunkin' Donuts restaurants nationwide while supplies last, with a limit of two per guest\*. Dunkin' K-Cup® packs, for use with Keurig® K-Cup® single cup brewers, are perfect for coffee lovers looking to enjoy great-tasting Dunkin' Donuts coffee at home, one cup at a time, at just the touch of a button. Sold exclusively at participating Dunkin' Donuts restaurants, Dunkin' Donuts' K-Cup® packs are offered in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast. For a limited time in Dunkin' Donuts restaurants, this month you can also find Mocha, Pumpkin, and Hot Cocoa Dunkin' Donuts K-Cup® packs.

According to John Costello, Dunkin' Brands President, Global Marketing and Innovation, "As the nation's coffee leader, National Coffee Day is one of our favorite days of the year and a wonderful opportunity for us to recognize the important role our coffee plays in keeping millions of our guests running all day, every day. We are very much looking forward to celebrating this holiday by thanking our loyal guests through our mobile offer for a free cup of our famous coffee, special discounts on our packaged coffee and K-Cup® packs, and other exciting National Coffee Day programs still to come."

Coffee lovers waiting for National Coffee Day can celebrate fall this week and all season long with Dunkin' Donuts' autumn array of pumpkin-flavored coffees. Dunkin' Donuts' famous Pumpkin Coffee and Lattes, available in both hot and iced in in three flavors—Pumpkin, Pumpkin Mocha, and Pumpkin White Chocolate — are the perfect accompaniment for a brisk walk, football games or any favorite fall activity. With Dunkin' Donuts' Pumpkin Packaged Coffee, available in a special eight-ounce size, and Dunkin' Donuts' Pumpkin K-Cup® packs, fans can also brew Dunkin' Donuts Pumpkin Coffee at home this season.

According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot traditional and iced coffee in America, selling more than one billion cups of hot and iced coffee every year. Dunkin' Donuts uses 100% Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running. To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com) or follow us on Facebook ([www.facebook.com/DunkinDonuts](http://www.facebook.com/DunkinDonuts)) and Twitter ([www.twitter.com/DunkinDonuts](http://www.twitter.com/DunkinDonuts)).

\* Valid 9/28/13-9/29/13. Plus applicable tax and shipping cost.

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