



DUNKIN'™ DONUTS TO SURPRISE SELECT GUESTS IN JULY WITH \$1K THROUGH NEW ICED COFFEE CASH & DDASH

At least one Dunkin' Donuts guest each weekday in July will be surprised at the counter with \$1,000 in "ice cold hard cash," a month's supply of Iced Coffee, a Keurig® K-Cup® Brewing System and more

Dunkin' Donuts offers twice the ice this summer with its famous Iced Coffee

and new Iced Coffee K-Cup® packs

CANTON, Mass. (July 8, 2013) – This month, guests who dash into [Dunkin' Donuts](#) to keep running with Iced Coffee or other favorite food and beverages might walk out with \$1,000 in cash and a host of other cool summer surprises. To celebrate both Iced Coffee season and the introduction of the brand's new Original Blend Iced Coffee K-Cup® packs, Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, today launched "Iced Coffee Cash & DDash." Beginning today, at least one Dunkin' Donuts guest somewhere in the United States will be surprised each weekday in July at the front counter with \$1K in "ice cold hard cash," a month's supply of Dunkin' Donuts Iced Coffee, a Keurig® K-Cup® Brewing System, and a box of Dunkin' Donuts' new Original Blend Iced Coffee K-Cup® packs.

A total of 25 guests throughout July will be surprised with the Iced Coffee Cash & DDash prize. There is no purchase necessary and the program is open to legal U.S. residents residing in the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older. For additional terms and conditions related to Dunkin' Donuts' Iced Coffee Cash & DDash, please visit:

http://www.dunkindonuts.com/content/dunkindonuts/en/promotions/Iced_Coffee_Cash_DDash_Promotion.html.

According to John Costello, President, Global Marketing and Innovation at Dunkin' Brands, Iced Coffee Cash & DDash offers the brand an exciting and innovative way to reward loyal guests and celebrate the brand's famous Iced Coffee. "As the country's coffee leader, it's important to us to recognize our fans all throughout the country who depend on our Iced Coffee and other menu items to keep running all day long, all summer long. As we launch our newest Iced Coffee innovation, Iced Coffee K-Cup® packs, we are looking forward to surprising guests during the hottest days of the year with \$1,000 and other cool prizes."

Dunkin' Donuts is the place to keep running all day long with Iced Coffee, both at home and on the go. Guests can customize their Iced Coffee in Dunkin' Donuts restaurants to be just the way they like it, with many different dairy, sweetener and flavor options. Dunkin' Donuts is the market leader in the Iced Coffee category, delivering refreshing Iced Coffee to guests every day, with a consistently smooth, delicious taste. The brand has been at the forefront in developing an innovative process for brewing Iced Coffee, which has set the standard for the industry. The unique process, called double brewing, uses twice the amount of coffee when making the beverage so that it's never watered down, which achieves consistent flavor and freshness that are never compromised at the expense of serving it cold.

For a home ice advantage, this month Dunkin' Donuts introduced Original Blend Iced Coffee K-Cup® packs, a new variety of the brand's popular K-Cup® packs for use with the Keurig® K-Cup® Brewing System. Specially crafted to deliver the great taste of Dunkin' Donuts' delicious and refreshing Original Blend Iced Coffee in a single-serve portion, at the touch of a button. Iced Coffee K-Cup® packs are brewed hot directly over ice, delivering the smooth, delicious taste that's made Dunkin' Donuts America's Favorite Iced Coffee. Dunkin' Donuts' Iced Coffee K-Cup® packs are recommended for use with the 6 oz. or 8 oz. brew setting. The Iced Coffee K-Cup® packs are available through August at participating Dunkin' Donuts restaurants nationwide.

Sold exclusively at participating Dunkin' Donuts restaurants, Dunkin' K-Cup® packs are offered in a 14-count box in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast. Keurig® single cup brewers for use in-home and in the office utilize patented, innovative brewing and single cup technology to deliver a fresh-brewed, perfect cup of coffee, every time at just the touch of a button.

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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