



DUNKIN'™ DONUTS™ ULTIMATE HOLIDAY PERK: WEEKLY CHANCES FOR DD PERKS® MEMBERS TO WIN \$10,000

Dunkin' Donuts launches National Afternoon Latte and Macchiato Break and special promotions to keep guests running through the holiday season

Holiday Wreath Donut is back at participating Dunkin' Donuts restaurants

CANTON, MA (November 30, 2015) – Dunkin' Donuts is delivering extra special gifts for some of its most loyal guests, with weekly chances to head into the holidays with an extra \$10,000 in cash. Beginning today, November 30, every time a DD Perks® member makes a purchase at a Dunkin' Donuts restaurant using an enrolled DD Card, he or she will be entered into a weekly sweepstakes for the chance to win \$10,000. Dunkin' Donuts' special seasonal sweeps for DD Perks members continues each week until January 3, 2016. No Purchase Necessary, 18+, restrictions apply. For information on how to enter without purchase and for rules, please visit DDPerksSweepstakes.com.

As part of the brand's first-ever National Afternoon Latte and Macchiato Break, every day from today, November 30, through December 27, from 2 PM to 6 PM, all guests at participating Dunkin' Donuts restaurants nationwide can enjoy a hot or iced medium Latte or Macchiato for only \$1.99. Dunkin' Donuts today also launched a host of additional holiday promotions and value offers to keep guests running on Dunkin's famous coffees, espresso beverages and more through the busy weeks ahead. These include:

- Guests using the Dunkin' Mobile® App November 30 through December 27 will receive a muffin of their choosing for a one-time special price of 99 cents redeemable any time of day at participating Dunkin' Donuts restaurants.
- DD Perks members will receive 30 bonus points with every hot coffee purchase, as well as bonus points for any beverage and sandwich combo purchased after 11 AM, November 30 through January 3, 2016.
- DD Perks members can purchase two boxes of K-Cup® pods for only \$14.99 at participating Dunkin' Donuts restaurants. This special offer was introduced in November and will continue through December 27.

According to Scott Hudler, Vice President, Global Consumer Engagement at Dunkin' Donuts, "The holidays are the perfect time to say thank you to our loyal customers who make Dunkin' Donuts a part of their daily lives. As the year heads towards its close, we are happy to demonstrate our appreciation for our DD Perks members with one of our biggest sweepstakes ever, along with special value offers and promotions to help make our famous coffee and espresso beverages part of all their favorite seasonal activities in the busy weeks ahead."

Dunkin' Donuts is also giving its December donut lineup a seasonal flair with the return of the Holiday Wreath Donut. First introduced last year, the Holiday Wreath Donut is a festive yeast ring donut topped with green icing and red icing drizzle resembling a traditional holiday wreath design. It joins Dunkin' Donuts' two other holiday donut treats introduced at the beginning of November: The Snickerdoodle Croissant Donut features a glazed croissant donut filled with cookie dough flavored buttercreme, finished with white icing drizzle and sprinkled with cinnamon streusel topping, while the Caramel Cheesecake Square is a square donut with smooth and creamy cheesecake filling, frosted with caramel icing and topped with chocolate caramel candy cups. All holiday donuts are available through the holiday season at participating Dunkin' Donuts restaurants nationwide.

With DD Perks, guests already earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled Dunkin' Donuts Card, either plastic or via the Dunkin' Mobile App. Once a member accrues 200 points, he or she receives a coupon for a free, any-size beverage of their choice, redeemable at participating Dunkin' Donuts restaurants. DD Perks members also receive a coupon for a free, any-size beverage upon enrollment and on their birthday. To enroll in DD Perks, download the Dunkin' Mobile App or visit www.DDPerks.com.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts), Instagram (www.instagram.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for nine years running. The company has more than 11,500 restaurants in 40 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.