DUNKIN'Â’ DONUTS ANNOUNCES ROBUST DEVELOPMENT GROWTH IN 2010

CANTON, MA (February 3, 2011) – Dunkin’ Donuts, America’s favorite all-day, everyday stop for coffee and baked goods, continues to be at the forefront of the QSR industry as one of the world’s fastest growing brands, with today’s announcement of strong expansion results for 2010. Dunkin’ Donuts opened 574 net new locations worldwide with 206 of those restaurants opening in the U.S. The company also signed an additional 226 new domestic development agreements.

“2010 has been an extraordinary year for growth with a 50 percent increase in development agreements over 2009,” said Nigel Travis, Chief Executive Officer, Dunkin’ Brands, Inc. and President, Dunkin’ Donuts. “We have an incredible community of franchisees who provide guests with a great experience daily, and who are also important contributors to our brand’s growth. As a matter of fact, in 2010 the majority of new store openings and a significant number of new development agreements came from existing franchisee networks, which we believe shows tremendous confidence in the brand.”

In 2010, Dunkin’ Donuts signed multi-store development agreements in 29 U.S. markets including Milwaukee, WI; Detroit, MI; Tallahassee, FL; Nashville, TN; and Chicago, IL, among others. New restaurants opened in Raleigh, NC, Charlottesville, VA, Tampa, FL, Kingsport, TN; Baltimore, MD and other cities around the country. Additionally, in 2010 over 450 Dunkin’ Donuts restaurants were remodeled to reflect the brand’s new design image.

As Dunkin’ Donuts seeks to build on its 2010 success, it recently announced new development opportunities in Wisconsin, Iowa, Missouri, Arkansas, Louisiana and Texas. Specifically the company is looking for franchisees to open restaurants in: Green Bay, WI; Des Moines, IA; Little Rock, AR; St. Louis, MO; Cedar Rapids, AR; New Orleans, LA; Shreveport, LA; Baton Rouge, LA; and San Antonio, TX, among other cities. In specific markets, special development incentives are available which include reduced royalty fees for three years and an extra $10,000 in local store marketing for stores that open on time*.
“To fuel our 2011 expansion efforts we’ve opened new territories in six states for franchise sales and look forward to introducing more guests across the country to America’s best coffee and high-quality baked goods,” said Travis.

In an effort to keep the brand fresh and competitive, Dunkin’ Donuts offers franchisees flexible design concepts including free-standing stores, end caps, in-line sites, kiosks and gas stations, as well as other retail environments. Dunkin’ Donuts has aligned its development strategy to support the growth opportunities and consumer needs of each individual market. As a result, franchising opportunities range from single units to multi-store development agreements.

For those interested in franchising, Dunkin’ Donuts is seeking candidates that meet a specific franchisee profile to help build its brand and business. Ideally, franchisees should possess a minimum net worth of $500,000 and liquid assets of at least $250,000. Financial qualifications will vary by market and quick service restaurant experience is highly preferred.

For information on franchise opportunities or to attend an upcoming webinar, please visit www.DunkinFranchising.com.

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About Dunkin' Donuts
Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored 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 four years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were $6.0 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.Dunkinfranchising.com.

*Details available in the Dunkin' Donuts Franchise Disclosure Document

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