DUNKIN'Â’ DONUTS ANNOUNCES SPONSORSHIP WITH UNIVERSAL MUSIC LATIN ENTERTAINMENTÂ’S Â“NOCHE DE ESTRELLASÂ”

CANTON, Mass. (November 8, 2011) – Dunkin’ Donuts, America’s all-day, everyday stop for coffee and baked goods, today announced an exciting new sponsorship with Universal Music Latin Entertainment (UMLE) to make Dunkin’ Donuts coffee part of Latin music’s big night. Dunkin’ Donuts is the exclusive coffee provider of “Noche de Estrellas,” the highly anticipated, invite-only after-party celebration at the Tropicana Hotel and Casino in Las Vegas on November 10. Artists and top personalities from the music, television and entertainment industries are expected to attend the festivities, where tastings of Dunkin’ Donuts’ Original Blend Coffee will help keep the stars running throughout the night.

Even if you can’t be at Latin music’s big night, Dunkin’ Donuts is also making it easy for people all over the world to enjoy songs from some of Latin music’s most popular stars. To celebrate its new sponsorship, the brand launched a free, customized music shop on the Dunkin’ Donuts Facebook page (www.facebook.com/DunkinDonuts), allowing fans a complimentary download while supplies last from among 10 pre-selected tracks from this year’s hottest nominees of Latin music’s big night of the year. The Facebook application will be available to fans through November 17 and will also feature exclusive photos and videos from “Noche de Estrellas.”

Additionally, Universal Music Latin Entertainment will incorporate the Dunkin’ Donuts brand in pre-event promotions including advertisements on social media sites, on the UMLE website and in newsletters.

“We are proud to announce our sponsorship of Universal Music Latin Entertainment’s exclusive event to celebrate the greatest night in Latin music and connect with new consumers who are passionate about Latin entertainment music,” said John Costello, Chief Global Marketing and Innovation Officer at Dunkin’ Brands. “Dunkin’ Donuts and our franchisees have long been an important part of daily life for thousands and thousands of guests throughout the country, and we are looking to identify more opportunities to deepen our relationship and build brand loyalty with our guests in multicultural communities.”

In recent years, Dunkin’ Donuts has introduced both limited time offerings and permanent menu items featuring bold and exotic flavors inspired by the Latin culture in select markets, such as the Cuban Flatbread Sandwich and Café Con Leche in South Florida, Huevos Rancheros Wake-Up Wrap in Phoenix and Latin-inspired donuts in New York.

The partnership with Dunkin’ Donuts marks a remarkable opportunity for UMLE to execute a collaborative promotional activation at one of their luxurious events with an established and respected brand for innovative cross-promotion. “We are very excited to partner with Dunkin’ Donuts. The brand’s vision on the use of technology and social media to engage new and existing consumers runs parallel to ours. It’s great to see companies like Dunkin’ Donuts being as passionate about Latin music as we are, and to see this passion at the heart of their marketing outreach to the Latin community makes this a perfect match,” describes Gustavo Lopez, executive vice president of brand partnerships, business development and digital, Universal Music Latin Entertainment.

For more information about Dunkin’ Donuts, please visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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About Universal Music Latin Entertainment

Universal Music Latin Entertainment (UMLE) is comprised of Universal Music Latino, Machete, Fonovisa, Disa, Universal Music Mexico & Central America, the Edimonsa, Disa, Fonovisa and Universal Latin publishing catalogs, and GTS Global Talent Services, a management service division. UMLE is a division of Universal Music Group, the world's leading Music Company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, the industry's leading global music publishing operation. Universal Music Group's record labels include Decca, Deutsche Grammophon, Disa, Emarcy, Fonovisa, Interscope Geffen A&M Records, Island Def Jam Music Group, Lost Highway Records, Machete Music, MCA Nashville, Mercury Nashville, Mercury Records, Polydor Records, Universal Motown Republic Group, Universal Music Latino, Show Dog-Universal Music, and Verve Music Group as well as a multitude of record labels owned or distributed by its record company subsidiaries around the world. The Universal Music Group owns the most extensive catalog of music in the industry, which includes the last 100 years of the world's most popular artists and their recordings. UMG's catalog is marketed through two distinct divisions, Universal Music Enterprises (in the U.S.) and Universal Strategic Marketing (outside the U.S.). Universal Music Group also includes eLabs, its new media and technologies division; Bravado, its merchandising company; Twenty-First Artists, its full service management division; and Helter Skelter, its live music agency. Universal Music Group is a unit of Vivendi, a global media and communications company.

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 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 five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were $6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit www.DunkinDonuts.com.