



DUNKIN' DONUTS AND BASKIN-ROBBINS LAUNCH NATIONAL SEARCH FOR "AMERICA'S SUPER-SOLDIERS"

CANTON, MA (June 27, 2011) – In [Marvel®](#) Studios' Captain America: The First Avenger, arriving in movie theaters on July 22, action hero Captain America is created as part of the secret "Super-Soldiers" project. Inspired by the heroic Super-Soldiers in the movie, [Dunkin' Donuts](#) and [Baskin-Robbins](#) want you to help identify and honor America's real Super-Soldiers, the unsung heroes whose service has had a significant impact in local communities throughout our country. Dunkin' Donuts and Baskin-Robbins, with support from the USO (United Service Organizations), today launched "America's Super-Soldiers," a co-branded online contest where people can win prizes by nominating veterans or active U.S. servicepersons who are making a difference where they live or serve.

Beginning today through July 15, 2011, fans can visit Dunkin' Donuts' or Baskin-Robbins' official Facebook pages to nominate a veteran or active serviceperson, answering short questions about why their Super-Soldier is making a difference in their hometown and/or the communities in which they serve. The grand prize winning Super-Soldier, as selected by Dunkin' Donuts, Baskin-Robbins and a representative from the USO, will win a cash prize of \$5,000, a new high-definition television, a new Blu-Ray DVD player and a selection of DVD movies in which Dunkin' Donuts and Baskin-Robbins products are featured. And as a thank you, the nominator of the grand prize winner will also win a \$1,000 cash prize and a \$100 Dunkin' Donuts Card. Please visit <http://apps.facebook.com/supersoldiers/contests/130457/rules?og=facebook> for official rules.

Dunkin' Donuts has a long history of honoring America's service men and women, and has donated more than 175,000 pounds of coffee to troops deployed overseas since May 2003. The company holds a monthly drawing to randomly select at least 50 United States military members to receive one case of Dunkin' Donuts coffee. During the holiday season, Dunkin' Brands' corporate employees also send additional pounds of coffee to the troops.

"Dunkin' Brands is thrilled to partner with Marvel Studios to bring the excitement of Captain America: The First Avenger to our guests, and we are particularly proud that our America's Super-Soldiers contest provides an opportunity to continue our tradition of recognizing both U.S. veterans and active servicemen and women who give selflessly," said John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands. "We hope everyone will help us recognize these real-life heroes whose commitment to our local communities makes such a difference to so many people," he said.

"America's Super-Soldiers" is part of a new partnership between Dunkin' Brands and Marvel Studios to bring the excitement of Captain America: The First Avenger to Dunkin' Donuts and Baskin-Robbins restaurants nationwide. Leading up to the launch of this summer's blockbuster, Dunkin' Donuts and Baskin-Robbins have introduced special new Captain America-themed menu items. At Dunkin' Donuts, America's favorite all-day, everyday stop for coffee and baked goods, guests can enjoy the new Captain America Coolatta® drink, a cherry-flavored Coolatta frozen beverage, available in a special limited-edition collectible First Avenger Tri-Cup, an innovative three-chamber cup featuring images of Captain America that allows guests to enjoy three different Coolatta flavors (8 oz. each) within the same cup. Dunkin' Donuts is also serving the brand's first-ever star-shaped donut, the Captain America Donut, filled with jelly, frosted with vanilla icing, and topped with patriotic red, white and blue sprinkles, as well as the Stars & Stripes Donut, frosted with red icing and topped with patriotic red, white and blue sprinkles.

Baskin-Robbins, the world's largest chain of ice cream specialty shops, is featuring an assortment of ice cream refreshments including July Flavor of the Month Super-Soldier Swirl, vanilla ice cream swirled with a combo of blue chocolate chips and a cherry flavored ribbon. Guests can also enjoy the Hydra Force Sundae, Chocolate Mousse Royale ice cream that is chock full of brownies, hot fudge, and whipped cream topped off with chocolate sprinkles and a cherry, or the Super-Soldier Sundae, Super-Soldier Swirl ice cream topped with moist white cake, and a rich strawberry topping (add whipped cream, a cherry, and star-spangled sprinkles for a flavorful patriotic salute). Lastly, the Captain America Ice Cream Cake, inspired by Captain America's signature shield, is classic sheet cake customized with your favorite ice cream and cake flavors along with a collectable Captain America Cake Topper.

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). To learn more about Baskin-Robbins, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) and Twitter (www.twitter.com/BaskinRobbins).

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About Captain America: The First Avenger:

"Captain America: The First Avenger," directed by Joe Johnston, will focus on the early days of the Marvel Universe when Steve Rogers (Chris Evans) volunteers to participate in an experimental program that turns him into the Super Soldier known as Captain America. As Captain America, Rogers joins forces with Bucky Barnes (Sebastian Stan) and Peggy Carter (Hayley Atwell) to wage war on the evil HYDRA organization, led by the villainous Red Skull (Hugo Weaving). One of a continuing slate of films being produced by Marvel Studios based on the Marvel characters, "Captain America: The First Avenger" joins Thor which was released on May 6, 2011 and Marvel's The Avengers which is coming to theaters on May 4, 2012.

"Captain America: The First Avenger" will be distributed by Paramount Pictures.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

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, Inc. For more information, visit www.DunkinDonuts.com.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,400 retail shops in 42 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com.