



DUNKIN' DONUTS WANTS YOU TO BE THE PRESIDENT OF DUNKIN' NATION

August 31, 2011 (Canton, Mass.) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, today announced its location-based promotion through Foursquare and Facebook®, "Be The President Of Dunkin' Nation." The promotion, set to run for five weeks, allows guests who check in at Dunkin' Donuts restaurants nationwide between August 22 and September 23 the chance to be named the "President of Dunkin' Nation" and win a "Presidential Prize Package."

To participate, fans of Dunkin' Donuts must register for the contest on the [Dunkin' Donuts Facebook Page](#) and select to check in through the Facebook application and/or Foursquare. Once registered, fans can check in once per hour up to 10 times per day at participating Dunkin' Donuts restaurants. At the end of each week, the fan with the most check ins has the chance to be named the President of Dunkin' Nation. Throughout the promotion, fans will have the opportunity to check the leaderboard, which will be updated periodically on the Dunkin' Donuts Facebook Page, to see where they stand in the race. No purchase is necessary to participate and additional information can be found in the official rules: <http://dunkin.placepunch.com/terms-of-service/>.

Five Grand Prize Presidential Prize Packages will be awarded, one for each week of the promotion, consisting of a 50" LCD TV, a Dunkin' Nation President \$200 personalized Dunkin' Donuts Card, an exclusive Dunkin' Nation President T-Shirt and a Dunkin' Nation President mug. Additionally, anyone who checks in at least once each day will be automatically entered into the daily sweepstakes for a chance to win a \$25 Dunkin' Donuts Card.

"Our goal with this promotion is to celebrate our passionate community of Dunkin' Donuts fans," said Dan Saia, V.P. Consumer Engagement at Dunkin' Brands. "We foster a strong sense of community and celebrate our fans' dedication on Facebook and Twitter, and feel there is no better way to recognize someone for their loyalty to the brand than to proclaim them the President of Dunkin' Nation."

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 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.