



## EXCITEMENT BREWING AS DUNKIN'® DONUTS ANNOUNCES PLANS TO OPEN FIVE NEW MARKETS FOR FRANCHISING

CANTON, MA (September 8, 2011) --Dunkin' Donuts, America's every day, all-day stop for coffee and baked goods, announced today that the company is recruiting franchisees for the markets of Denver and Colorado Springs, Colorado; Houston and Waco, Texas; Lincoln and Omaha, Nebraska; Oklahoma City and Tulsa, Oklahoma; as well as Santa Fe and Albuquerque, New Mexico. The company expects that restaurants in these new markets will begin to open in early 2013.

"Dunkin' Donuts' plans for these markets is part of an accelerated yet disciplined growth strategy," said John Dawson, Chief Development Officer for Dunkin' Brands. "We have generated considerable momentum in markets outside our core northeast markets and are excited to offer additional opportunities for both our existing and new franchisee candidates."

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. In addition, for a limited time, there are special development incentives available in these markets, including reduced royalty fees for the first three years and an extra \$10,000 in local store marketing\*.

"We are looking for qualified candidates with foodservice, operations and real estate experience to help grow the brand in these new market clusters," said Dawson. "By joining our team, franchisees become part of a nationally established brand with over 60 years of experience and 95% brand recognition, receive the benefits of a multi-million dollar advertising fund in addition to world-class training and ongoing support, among many other benefits."

For information on franchise opportunities or to attend an upcoming webinar, please visit [www.dunkinfranchising.com](http://www.dunkinfranchising.com).

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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.dunkinfranchising.com](http://www.dunkinfranchising.com).

\*Details available in the Dunkin' Donuts Franchise Disclosure Document