



Fenway "Perk": Dunkin' Donuts Coffee Now Available at Boston Red Sox Games and Other Fenway Park Events

CANTON, MASS. (April 7, 2006) - Fenway faithful waited 86 years for a Red Sox championship. Today, another long wait is over, as Red Sox fans and all visitors to Fenway Park can now finally enjoy a cup of Dunkin' Donuts coffee at Red Sox home games and other Fenway events. Dunkin' Donuts and the Boston Red Sox today announced they have enhanced the Fenway Park experience by making Dunkin' Donuts' famous hot and iced coffees available within the ballpark for the first time with the opening of two new "Dunkin' at Fenway®" stands.

The "Dunkin' at Fenway®" stands are located within the ballpark across from Gates B and E and will sell freshly brewed Dunkin' Donuts coffee during Boston Red Sox games, concerts and other Fenway Park events. Fans can enjoy hot Dunkin' Donuts coffee, including Original Blend and Dunkin' Decaf, in 16- and 20-ounce cups, as well as Dunkin' Donuts iced coffee in 24- and 32-ounce cups. The stands will typically remain open following the close of each game, so fans can also grab a cup of coffee for their trip home.

The stands will feature innovative new coffee-dispensing technology designed by Dunkin' Donuts especially for Fenway Park. The new technology will ensure that customers within the ballpark environment are served coffee fast while maintaining the same quality and taste New Englanders have come to expect from Dunkin' Donuts. Dunkin' Donuts is America's largest retailer of coffee-by-the-cup, serving nearly one billion cups of brewed coffee each year. Dunkin' Donuts, using 100-percent Arabica coffee beans, offers a milder roast coffee that is milled specifically for the company and is recognized by the industry as a superior grade of coffee.

According to John Fassak, Dunkin' Brands Vice President of Business Development, the agreement to serve Dunkin' Donuts coffee in Fenway Park brings together two of the region's most beloved brands. "In New England, generations have grown up with an intense passion for both the Red Sox and their daily cups of Dunkin' Donuts coffee. We are thrilled that we now have this opportunity to combine these two local institutions, and that Dunkin' Donuts coffee can now be a key part of the Fenway Park experience," he said.

"Just as visits to Fenway Park are a way of life in New England, so too are visits to Dunkin' Donuts," said Red Sox President/CEO Larry Lucchino. "We know that our fans will be pleased to have the convenience of their favorite coffee beverage at their favorite ballpark. It's one of our newest 'improvements' at Fenway Park this year."

Sam Kennedy, Red Sox Senior Vice President/Sales and Marketing, added, "Simultaneously, it's the hottest and coolest perk at the park."

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of coffee-by-the-cup in America, selling 2.7 million cups a day, nearly one billion cups a year. Dunkin' Donuts is also the largest coffee and baked goods chain in the world and sells more donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,500 shops in 29 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.dunkindonuts.com.