



## FUEL YOUR DAY WITH FROZEN FLAVORS:DUNKIN' DONUTS ADDS GRAPE AND WATERMELON COOLATTA<sup>®</sup> 1/2 DRINKS TO ITS POPULAR FROZEN BEVERAGE MENU

CANTON, Mass. (August 20, 2009) – This summer Dunkin' Donuts is making it easy to maintain a cool state of mind no matter how high the temperature climbs. Dunkin' Donuts, America's all-day, every day stop for coffee and baked goods, today introduced two new fruit flavors to its popular line of Coolatta<sup>®</sup> frozen slush drinks. Grape and Watermelon Coolatta drinks are now available at participating Dunkin' Donuts shops throughout New England, New York and Philadelphia through October 6 for the suggested retail price of \$2.79 for a small 16 oz. beverage. In Boston, Dunkin' Donuts customers can purchase either of the new Coolatta flavors for the special price of \$1.99 for a 16 oz. size through August 25.

Grape and Watermelon are the newest flavors to join Dunkin' Donuts' refreshing line of Coolatta slush drinks, which include Coffee, Strawberry, Tropicana<sup>®</sup> Orange and the new and improved Vanilla Bean, which recently returned to Dunkin' Donuts shops by popular demand after more than a year. "Coolatta is the ultimate refreshment for people looking for delicious and affordable ways to stay cool this summer," said Frances Allen, Brand Marketing Officer for Dunkin' Donuts. "With the entire frozen beverage lineup, Dunkin' Donuts continues to be the place for busy people to go to keep themselves running."

Earlier this summer, Dunkin' Donuts introduced Frozen Cappuccino, which offers customers a bold, rich espresso flavor in a refreshing frozen drink. In addition to Coolatta<sup>®</sup> and Frozen Cappuccino, Dunkin' Donuts' lineup of frozen and iced beverages also includes Iced Tea, Iced Latte, Iced Coffee and Turbo Ice<sup>®</sup>, which combines Dunkin' Donuts refreshing ice coffee with a shot of real espresso for an extra boost.

### About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day 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, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

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