

Hershey "Perk:" Dunkin' Donuts Opens Its First-Ever Theme Park Restaurants

CANTON, Mass. (June 20, 2007) -- As Hersheypark celebrates "100 Years of Happy," Dunkin' Donuts is helping make park visitors happier still. The world's largest coffee and baked goods chain today continued its aggressive national expansion with the opening of two new restaurants within Hersheypark, the very first Dunkin' Donuts stores in the world located within a theme park. The stores include a full Dunkin' Donuts restaurant just outside the park entrance, and a Dunkin' Donuts beverage kiosk within the new Boardwalk at Hersheypark theme area. Bill Simpson, vice president of entertainment for Hershey Entertainment & Resorts, which owns and operates Hersheypark, Chris Bode, Vice President of Development and Construction for Dunkin' Donuts, and other leaders from both companies will officially open the new stores at a ribbon cutting ceremony today at 11:15 AM.

The full restaurant just outside the park gates will serve Dunkin' Donuts' full menu of delicious foods and beverages that can be enjoyed all throughout the day, including:

- A full range of hot and cold coffee and espresso beverages
- Refreshing Coolatta® slush drinks in a variety of flavors, including Coffee, Lemonade, Strawberry, Tropicana® Orange and SoBe® Energy Coolatta
- Smoothies, made with fat-free frozen yogurt and real fruit, in four varieties: strawberry banana, mango passion fruit, tropical fruit, and wildberry
- Hearty breakfast sandwiches
- Baked goods, including a variety of freshly made donuts, muffins, danish, croissants and gourmet cookies.

The beverage kiosk will serve Dunkin' Donuts full line of hot and cold coffee and espresso beverages, as well as Smoothies and Coolatta slush drinks.

"Dunkin' Donuts' first theme park restaurant is a fun and exciting part of our national expansion program," said Robert Rodriguez, Dunkin' Donuts brand president. "We are honored to partner with Hersheypark, one of America's most beloved destinations, and look forward to continuing our growth in new markets and new venues throughout the country to bring great food and beverages to customers anywhere, any time."

The launch into theme parks coincides with the roll out of Dunkin' Donuts' expansion program. The company is expanding in existing markets while entering new cities throughout the country, with plans to ultimately triple the number of Dunkin' Donuts stores in the United States to 15,000 by 2020. In the past month, the company announced its plans to open franchised restaurants in Las Vegas, Austin, Dallas, Phoenix, Tallahassee and Panama City. Dunkin' Donuts has also secured a number of high-profile partnerships to support this growth, including JetBlue, Proctor & Gamble, Rachael Ray and SoBe.

#

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular 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 hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,200 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

About Hersheypark

Milton S. Hershey opened Hersheypark in 1907 as a picnic and pleasure grounds for his factory workers, townspeople and visitors from other communities. During the past 100 years, it has evolved into a world-class theme park. In honor of its centennial, the Park opened an all-new themed area, The Boardwalk at Hersheypark. This \$21 million enhancement features five new water-based attractions, three existing water attractions and a variety of new games, retail outlets and dining venues, including the Dunkin' Donuts beverage kiosk.

Contact: Michelle King
Dunkin' Donuts
Phone: 781-737-3585
michelle.king@dunkinbrands.com