

## LAS VEGAS IS SWEET ON DUNKIN' DONUTS: CHAIN'S LOCAL OPENING BREAKS COMPANY SALES RECORDS

CANTON, Mass. (October 24, 2007) Contrary to the popular slogan, Dunkin' Donuts hopes what happens in Vegas doesn't stay in Vegas, but is duplicated in markets throughout the country. Following the opening of the region's first Dunkin' Donuts, located at 409 E. Silverado Ranch Boulevard, the world's largest coffee and baked goods chain announced that the new restaurant has set a new opening week sales record, making Las Vegas the site of the most successful new store opening in Dunkin' Donuts' 57-year history.

According to Dunkin' Donuts, the new store:

- Broke the record for first-day sales by 16%.
- Broke the record for first-week sales by 41%.
- Poured 8,666 cups of coffee during the first week.
- Served more than 89,500 donuts during the first week. Stacked in dozen boxes, these donuts would reach higher than the Las Vegas Stratosphere and would be taller than Paris Casino's Eiffel Tower almost three times over.

"We are thrilled to have achieved such record success with the opening of the first Dunkin' Donuts in Las Vegas," said Don DeMichele, Chairman / CEO of Kainos Partners, the company that operates the new Dunkin' Donuts and plans to open approximately 40 more locations throughout the region. "We always believed that people who live and work here would demonstrate the passion for Dunkin' Donuts' coffee and baked goods already so prevalent throughout the eastern U.S. We are extremely delighted by the positive response, and look forward to keeping customers happy as we open more stores in the Las Vegas area."

The first restaurant opened in Las Vegas on Tuesday, October 16. The second restaurant will open in Henderson at 171 N. Gibson Road on Wednesday, November 7 at 5:00 a.m. This spring Dunkin' Donuts announced plans to bring its renowned coffee, beverages and bakery items to the Las Vegas market with approximately 62 restaurants over the next several years. Las Vegas is part of an aggressive national growth strategy, as the company is expanding in existing markets while entering new markets throughout the country, with plans to ultimately triple the number of Dunkin' Donuts stores in the United States to 15,000 by 2020. Dunkin' Donuts is actively seeking new franchisees all throughout the country to own and operate these new restaurants and to help direct the company's future growth.

The passion for Dunkin' Donuts coffee is almost unmatched in any category. AOL.com readers recently rated Dunkin' Donuts the "Best Overall Coffee" and the "Best Fast-Food Coffee. In addition, Brand Keys, a leading authority on customer loyalty, named Dunkin' Donuts the number one brand for customer loyalty in the coffee and donut category. As a testament to the power of the brand and a strong set of franchisees, the company has also been ranked #2 in Entrepreneur magazine's 28th annual "Franchise 500."

Dunkin' Donuts has been serving freshly ground and freshly brewed coffee and bakery items for more than 57 years. The company sells more donuts and bagels than any other quick service restaurant in America, and is the number one retailer of hot and iced coffee, selling more than one billion cups of coffee a year in its restaurants throughout the country. Dunkin' Donuts sells more than a dozen hot and iced beverages, including espressos, lattes and cappuccinos, smoothies, Coolatta® slush drinks, as well as an array of breakfast sandwiches and other baked goods.

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### 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](http://www.DunkinDonuts.com).

### Contact:

Andrew Mastrangelo  
Dunkin' Donuts  
781-737-5200  
[andrew.mastrangelo@dunkinbrands.com](mailto:andrew.mastrangelo@dunkinbrands.com)