



MAKE YOUR MUG FAMOUS: NEW DUNKIN' DONUTS FACEBOOK PROMOTION OFFERS FANS A CHANCE TO BE FEATURED ON TIMES SQUARE BILLBOARD

CANTON, MA (January 10, 2012) -- What are you drinkin' at Dunkin'? Share your answer with the world on Facebook and [Dunkin' Donuts](http://www.facebook.com/DunkinDonuts), America's all-day, everyday stop for coffee and baked goods, might raise your mug high over the Crossroads of the World in Times Square, bring you and three friends to New York City for a weekend, and keep you running with free coffee for a year.

Beginning today and continuing through February 12, fans of Dunkin' Donuts on Facebook can visit the new "What Are You Drinkin'?" application on the brand's official Facebook page (www.facebook.com/DunkinDonuts) every day and share what, why, where or when they're drinkin' at Dunkin'. The personal answer submitted by fans will appear in Dunkin' Donuts' iconic font and can be posted to their Facebook wall in addition to a gallery of responses from other Dunkin' Donuts lovers from across the country. Each day, Dunkin' Donuts will select one participating fan to win a \$100 Dunkin' Donuts Card and a DD mug customized with their answer. All participants will also be entered for a chance to win the grand prize: their picture featured on Dunkin' Donuts' new digital billboard in Times Square, a weekend in New York City with three friends, and free Dunkin' Donuts coffee for a year.

For full promotion details and requirements, please click the "Official Rules" at the bottom of the "What Are You Drinkin'?" Facebook tab.

According to John Costello, Chief Global Marketing and Innovation Officer at Dunkin' Brands, "The 'What Are You Drinkin'?' campaign shines the spotlight on our guests and the love they have of Dunkin' Donuts coffee in a very fun and personal way. With our new Facebook application and promotion, we are kicking off the New Year with a new way to bring the spirit of 'What Are You Drinkin'?' to our Facebook community of more than 5.4 million people, while rewarding our loyal fans for their dedication and passion."

This new Facebook promotion extends Dunkin' Donuts' "What Are You Drinkin'?" campaign with an exciting and innovative new way to recognize and reward fans for their love of Dunkin' Donuts coffee. Launched at the start of 2011, the multi-million dollar integrated advertising and marketing campaign reinforces Dunkin' Donuts' coffee leadership and reminds consumers in all markets that Dunkin' Donuts is the place to go for a great cup of coffee. The campaign casts "everyday Joes" and is anchored by a simple question and answer: "What are you drinkin'?", "I'm drinkin' Dunkin'." The campaign will continue into 2012, integrated across television, radio, out-of-home and online advertising, as well as social media, public relations and in-restaurant activities to ensure that all consumers are engaged on as many touch points as possible.

According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot traditional and iced coffee in America, selling more than one billion cups of hot and iced coffee every year. Dunkin' Donuts uses 100% Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee. Dunkin' Donuts was ranked number one in customer loyalty in the coffee category for the fifth consecutive year by the 2010 Brand Keys Customer Loyalty Engagement Index.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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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 10,000 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.DunkinDonuts.com.