

Nation's #1 Bagel Retailer Announces Zesty Addition to Breakfast Line

Randolph, MA March 2002 -- Dunkin' Donuts, the leading provider of coffee and baked goods in the world, today unveils the zesty Salsa Bagel, a flavorful and tasteful addition to the Dunkin' Donuts bagel line. Flavored with tomatoes and jalapeno peppers, the Salsa Bagel is a great beginning to any morning or a tempting afternoon treat. The Salsa Bagel will also make taste buds dance as a spicy addition to any of Dunkin' Donuts irresistible breakfast sandwiches.

The Salsa Bagel is the newest addition to Dunkin' Donuts bagel line and aims to please those who crave a little spice in their life. Since 1996, the company has offered freshly-baked bagels as great way to start off any morning or a terrific afternoon snack.

Rolling out in April 2002, the Salsa Bagel is available for a limited time only at participating shops nationwide.

Photographs of the Salsa Bagel are available by request.

Dunkin' Donuts, Inc. is the largest coffee and baked goods chain in the world, providing its loyal customers with high quality coffee, donuts and other related baked goods since 1950. The company boasts over 3,500 locations in the United States and approximately 1,500 locations in 35 other countries around the world. Dunkin' Donuts is based in Randolph, MA, and is a wholly-owned subsidiary of Allied Domecq PLC.