



NEW SURVEY REVEALS AMERICANS' SURPRISING SUMMER PLEASURES

CANTON, Mass. (June 21, 2007) -- Employers beware. This summer, people seeking to get more out of their summer just might ditch the office for a day at the beach. According to a new independent survey* from Dunkin' Donuts to mark the first official day of the season, nearly 25% of respondents admitted that their favorite secret summer pleasure is calling in sick to work on a beautiful day.

Dunkin' Donuts, the world's largest coffee and baked good chain, commissioned the survey to discover how Americans can get more out of their summer. Among the findings:

- What keeps people from enjoying summer to the fullest? Nearly 60% of respondents said that heat and humidity is their number one seasonal dislike.
- 2007 may be another "Summer of Love." 21% of all respondents said that one of their favorite secret pleasures is enjoying a summer romance.
- For some guys, the swimsuit is moot. 14% of male respondents said that skinny-dipping is their favorite secret summer pleasure.

To help busy people all over the country get the most out of their own summer, Dunkin' Donuts is inviting customers to log on to its brand new web site, MylcedCoffee.com. The interactive site provides trip planning advice and suggestions for family-fun events in all 50 states, and site visitors can play instant-win games to win thousands of prizes, and register for a chance to win \$10,000 to create a dream summer adventure.** Through a partnership with online mapping company MapQuest, visitors can chart their summer destinations, and MylcedCoffee.com locates Dunkin' Donuts restaurants in 33 states along the way to keep travelers refreshed and refueled. Dunkin' Donuts fans can also share their favorite iced coffee tales for others to view.

Dunkin' Donuts has been serving iced coffee for more than 25 years, serving more than 150 million cups of iced coffee in 2006 alone. Millions of iced coffee lovers turn to Dunkin' Donuts because they recognize the quality of its iced coffee. Dunkin' Donuts has been at the forefront in developing an innovative process for brewing iced coffee, which has set the standard for the industry. The unique process, called double brewing, uses twice the amount of coffee when making the beverage to achieve consistent flavor and freshness that are never compromised at the expense of serving it cold. The result is a smooth, rich taste sensation?iced coffee that is never bitter or watered down.

For further information on the company's nine iced coffee flavors, please visit MylcedCoffee.com.

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.

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*This survey was conducted by Caravan® Opinion Research Corporation funded and co-sponsored by Dunkin' Donuts. 1,004 males and females aged 18 and older were surveyed June 8-10, 2007. The margin of error is +/- 3 to 4 percent.

**For a full listing of rules and regulations to enter Dunkin' Donuts' summer sweepstakes and instant-win games, please visit www.MylcedCoffee.com.