

NOW SHOWING AT DUNKIN' DONUTS AND BASKIN-ROBBINS: CAPTAIN AMERICA: THE FIRST AVENGER SUMMER TREATS

CANTON, MA (June 23, 2011) – Captain America: The First Avenger arrives in movie theaters on July 22, but beginning on June 27 you can celebrate this summer's hottest action hero movie with cool summer treats and promotions at [Dunkin' Donuts](#) and [Baskin-Robbins](#). [Dunkin' Brands](#), parent company of Dunkin' Donuts and Baskin-Robbins, today announced it has joined forces with [Marvel](#)® Studios to bring the excitement of Captain America: The First Avenger to Dunkin' Donuts and Baskin-Robbins restaurants. This is Dunkin' Donuts' first-ever partnership with a motion picture studio. Leading up to the launch of this summer's blockbuster, Dunkin' Donuts and Baskin-Robbins have introduced special new Captain America-themed menu items, including a unique Coolatta® frozen beverage, a star-shaped donut, new ice cream flavors, sundaes and cakes, as well as a Dunkin' Donuts "Unlock the Lab" interactive microsite and a Baskin-Robbins Facebook promotion both featuring an instant win game and sweepstakes that give fans the chance to win great prizes.

"We are thrilled to bring the buzz and anticipation surrounding the upcoming release of Captain America: The First Avenger to our guests at Dunkin' Donuts and Baskin-Robbins restaurants around the world," said John Costello, Chief Global Marketing & Innovation Officer at Dunkin' Brands. "We believe our partnership with Marvel Studios is ideal, as we not only combine our iconic brands with one of the most enduring and beloved action heroes, but we bring together the coolest movie of the summer and the destination for cool summer beverages and treats for millions of people," he said.

Dunkin' Donuts Celebrates Captain America in Cool New Ways

Dunkin' Donuts has expanded its popular line of icy cool Coolatta beverages with the introduction of a new Captain America Coolatta drink, a cherry-flavored frozen beverage. The new Coolatta drink will be available in a special limited-edition collectible First Avenger Tri-Cup, an innovative three-chamber cup featuring images of Captain America that allows guests to enjoy three different Coolatta flavors (8 oz. each) within the same cup. Joining Dunkin' Donuts' famous lineup of donut varieties is the brand's first-ever star-shaped donut, the Captain America Donut, filled with jelly, frosted with vanilla icing, and topped with patriotic red, white and blue sprinkles, as well as the Stars & Stripes Donut, frosted with red icing and topped with patriotic red, white and blue sprinkles.

The Dunkin' Donuts Captain America-themed menu items are available beginning Monday, June 27, 2011 at participating locations in the United States, Chile, Taiwan, Colombia, Germany, Honduras, Malaysia, New Zealand, Singapore, Spain and Thailand.

Dunkin' Donuts has also launched the "Unlock the Lab" instant win game and sweepstakes, where you can enter and explore the lab of Dr. Abraham Erskine, the scientist behind the secret research project that created the Super-Soldier known as Captain America. Site visitors to www.DunkinDonuts.com can select a book from the virtual bookshelf to "Unlock the Lab" for a chance to win a grand prize trip to a Marvel movie premiere in 2012, or a daily instant win prize package that includes a signed Captain America movie poster, Captain America action figure, an Iron Man 2 DVD, an Iron Man 2 soundtrack, and a [SEGA® Captain America: Super-Soldier video game](#). Whether you win or not, anyone who unlocks the door to the lab can view exclusive content including special movie downloads, behind-the-scenes footage and more. Please visit <https://www.dunkindonuts.com/capofficialrules> for official rules.

Fans also have the opportunity to purchase limited edition Captain America-themed Dunkin' Donuts Cards at Dunkin' Donuts restaurants while supplies last. These Cards can be registered online at www.DunkinDonuts.com for a free 30-day trial to a Marvel Digital Comics subscription (restrictions apply).

Baskin-Robbins Offers Taste Adventure with Captain America Ice Cream Treats

Baskin-Robbins, the world's largest chain of ice cream specialty shops, is featuring an assortment of ice cream refreshments including July Flavor of the Month Super-Soldier Swirl, vanilla ice cream swirled with a combo of blue chocolate chips and a cherry flavored ribbon. Guests can also succumb to the power of chocolate with a Hydra Force Sundae, Chocolate Mousse Royale ice cream that is chock full of brownies, hot fudge, and whipped cream topped off with chocolate sprinkles and a cherry, or dive into the Super-Soldier Sundae, Super-Soldier Swirl ice cream topped with moist white cake, and a rich strawberry topping (add whipped cream, a cherry, and star-spangled sprinkles for a flavorful patriotic salute). Lastly, the Captain America Ice Cream Cake, inspired by Captain America's signature shield, is classic sheet cake customized with your favorite ice cream and cake flavors along with a collectable Captain America Cake Topper.

The Baskin-Robbins Captain America-themed ice cream treats are available beginning Monday, June 27, 2011 at participating locations in the United States, Canada, Australia, Colombia, Dominican Republic, Ecuador, Honduras, Malaysia, St. Maarten and United Kingdom.

Baskin-Robbins has also created an instant-win game and sweepstakes on the brand's Facebook page where fans have the opportunity to play an online ice cream cone matching game for a chance to win a grand prize VIP trip to Los Angeles to visit a world famous special effects studio and have his/her likeness drawn into a Marvel comic book, or daily instant win prizes that include signed headshots of Captain America stars, Old Navy® special edition t-shirts, [SEGA® Captain America: Super-Soldier video game](#), or Captain America comic books. Please visit <http://brcaptainamerica.prizellogic.com/rules.html> for official rules.

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). To learn more about Baskin-Robbins, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) and Twitter (www.twitter.com/BaskinRobbins).

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About Captain America: The First Avenger:

"Captain America: The First Avenger," directed by Joe Johnston, will focus on the early days of the Marvel Universe when Steve Rogers (Chris Evans) volunteers to participate in an experimental program that turns him into the Super Soldier known as Captain America. As Captain America, Rogers joins forces with Bucky Barnes (Sebastian Stan) and Peggy Carter (Hayley Atwell) to wage war on the evil HYDRA organization, led by the villainous Red Skull (Hugo Weaving). One of a continuing slate of films being produced by Marvel Studios based on the Marvel characters, "Captain America: The First Avenger" joins Thor which was released on May 6, 2011 and Marvel's The Avengers which is coming to theaters on May 4, 2012.

"Captain America: The First Avenger" will be distributed by Paramount Pictures.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

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 9,700 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, Inc. For more information, visit www.DunkinDonuts.com.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,400 retail shops in 42 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com.