

## Red Sox Star Curt Schilling Pitches in for Dunkin' Donuts and Delivers a Scrumptious Sandwich for Spring

Randolph, Mass. (February 27, 2004) - Dunkin' Donuts has signed ace pitcher Curt Schilling to introduce its newest superstar sandwich - the "New England Maple Cheddar Sandwich." Northeast consumers will be able to experience a true taste of New England's finest as Dunkin' Donuts brings together two of the area's newest favorites. Fresh upon his arrival with the Red Sox, Curt Schilling is taking aim at the tasty morsel as he appears in a new regional advertising campaign touting the latest offering from Dunkin' Donuts.

"I am thrilled to work with Dunkin' Donuts, a true New England tradition," Schilling said. "I've always been a big fan of Dunkin' Donuts coffee and baked goods, and this delicious New England Maple Cheddar Sandwich is a great addition."

"Dunkin' Donuts enjoys an on-going relationship with the Red Sox and we are really pleased to have Curt Schilling starring in our new advertising campaign to help launch the New England Maple Cheddar sandwich," said John Gilbert, vice president of marketing, Dunkin' Donuts. "Our newest sandwich offers customers a warm, substantial sandwich that's slightly sweet, and utterly New England - the combined flavors of cheddar cheese, maple-flavored sausage and egg will truly delight our customers."

Schilling will take a bite out of the sandwich as he practices his Boston accent in a 30-second television commercial and a 60-second radio spot promoting the New England Maple Cheddar sandwich. The spots will air beginning March 1 and run through April 18.

The Schilling partnership will also give lucky Dunkin' Donuts customers the opportunity to have breakfast with the Red Sox star and sample the new breakfast sandwich at a very special event - the "New Englander Breakfast with Curt Schilling" to take place at Fenway Park on April 12.

Dunkin' Donuts customers in Massachusetts, Rhode Island, and Maine will have the chance to win one of 100 pairs of tickets to the brunch through radio promotions in the Boston, Providence and Maine markets.

Each contest winner and their guest will have the opportunity to sit down to breakfast at Fenway Park's .406 Club with Curt Schilling, Red Sox Manager Terry Francona and other Red Sox executives. Attendees will also be treated to a tour of Fenway Park.

The New England Maple Cheddar sandwich will be offered through May 2004 at participating Dunkin' Donuts shops in the Northeast. The sandwich features a hearty egg with a sweet maple-flavored sausage patty, topped with a slice of melted Sargento mild cheddar cheese. The sandwich is served warm, on a freshly baked croissant. Far from just a breakfast item - customers will be able to enjoy the sandwich at any time of the day or night, throughout its stay on the Dunkin' Donuts menu.

The sandwich will debut at participating Dunkin' Donuts' shops in the Northeast. The suggested retail price is \$2.39, and in Boston, Providence and Springfield the sandwich will also be offered for \$1.99 as part of a breakfast special.

Dunkin' Donuts Incorporated is the largest coffee and baked goods chain in the world with 5,800 locations in 29 countries worldwide. Dunkin' Donuts sells more regular coffee, donuts, bagels and muffins than any other retailer in the United States. Founded in 1950, Dunkin' Donuts is based in Randolph, Mass., and is a division of Allied Domecq PLC, a global business in spirits, wines, and quick service restaurants. For more information, visit [www.dunkindonuts.com](http://www.dunkindonuts.com).