



THE TASTE OF HOMEMADE WAFFLES ON THE GO: DUNKIN' DONUTS INTRODUCES NEW WAFFLE BREAKFAST SANDWICH

Canton, Mass. (Feb. 4, 2009) - Americans can now enjoy the taste and comfort of a delicious homemade breakfast of waffle and eggs, even when they're hard at work or on-the-go. Dunkin' Donuts, America's favorite all-day, everyday stop for coffee and baked goods, today introduced its new Waffle Breakfast Sandwich, a sweet and savory, Oven-Toasted sandwich featuring cherrywood smoked bacon, scrambled eggs and American cheese between two maple-infused waffles. Dunkin' Donuts is now the first national quick service restaurant chain to serve a breakfast sandwich featuring waffles. The Waffle Breakfast Sandwich is available through April 15 at participating Dunkin' Donuts shops throughout the country and has a suggested retail price of \$2.99.

According to Dunkin' Brands Executive Chef Stan Frankenthaler, the new Waffle Breakfast Sandwich is a significant milestone in Dunkin' Donuts' more than 50 year heritage of breakfast innovation. "Today's customer demands a wider variety of quick, delicious breakfast choices. By offering the first breakfast sandwich made with waffles, a meal that really conveys the warmth and satisfaction of an old-fashioned, at-home breakfast, we are continuing to raise the bar on traditional menu items and offer busy, on-the-go Americans new and unique ways to keep themselves running."

The launch of the Waffle Breakfast Sandwich continues Dunkin' Donuts' recent introductions of new and innovative breakfast options. In 2008, Dunkin' Donuts introduced Egg White Flatbread Sandwiches, the industry's first egg white sandwiches.

Last year Dunkin' Donuts also launched its new Oven-Toasting process to enhance the taste and quality of its breakfast menu. Breakfast sandwiches are cooked evenly and thoroughly, sealing in flavor, caramelizing meats, creating a fluffier egg and crisping the bread. Bakery items such as muffins and croissants are also served warm and lightly toasted upon request.

###

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is the #1 retailer of hot and iced regular coffee-by-the-cup in America, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the #1 ranking for customer loyalty in the coffee category by Brand Keys for two years running. The company has more than 7,900 restaurants in 30 countries worldwide. In 2007, Dunkin' Donuts' global system-wide sales were \$5.3 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

Contact:

Michelle King

Dunkin' Brands

Phone: 781-737-5200

michelle.king@dunkinbrands.com