THIS HOLIDAY SEASON, IT'S EASIER THAN EVER TO KEEP FRIENDS AND FAMILY RUNNING WITH THE GIFT OF DUNKIN' DONUTS RECHARGEABLE CARDS

CANTON, Mass. (November 24, 2010) -- Thanks to Dunkin' Donuts, America's all-day, every day stop for coffee and baked goods, there's no need to fight the crowds on Black Friday to find the perfect present, or to scour the internet on Cyber Monday in search of a great holiday value. This holiday season it has never been easier to purchase Dunkin' Donuts Rechargeable Cards, the fun and affordable gift that can keep friends, family and co-workers running with America's best coffee, donuts and snacks throughout the holidays and well into the New Year.

Dunkin' Donuts Rechargeable Cards can be purchased at any Dunkin' Donuts restaurant or online at www.DunkinDonuts.com in any amount between $2 and $200. Dunkin' Donuts recently announced new agreements with 19 of the country's largest and most popular retail brands to make Dunkin' Donuts Rechargeable Cards available for sale at more than 14,000 new retail locations across the United States. Beginning this month, Dunkin' Donuts Rechargeable Cards will be sold year-round at all Staples, Rite Aid, Kroger, Big Y, Copps, Pick 'n Save, Rainbow, select Harris Teeter locations, and more.

In addition to the 19 new retail partners, Dunkin' Donuts has also expanded its current partnership with CVS/pharmacies, making Dunkin' Donuts Rechargeable Cards available in all CVS/pharmacies throughout the country. All BJ's Warehouse stores in the U.S. also sell the rechargeable cards. With these new and expanded partnerships, there are now four times as many U.S. retail locations selling Dunkin' Donuts Rechargeable Cards, from more than 4,600 to approximately 18,800, not including Dunkin' Donuts restaurants.

The Dunkin' Donuts Rechargeable Card can be redeemed and recharged at any participating Dunkin' Donuts restaurant or online at www.DunkinDonuts.com. Unlike other rechargeable cards, Dunkin' Donuts Rechargeable Cards don't have any additional fees or expiration dates. If cards are registered online, Dunkin' Donuts will also replace them free of charge if they are lost or stolen. For even greater convenience, the card can be registered for auto-recharge, which automatically adds money to the card on a specific day or when the balance on the card drops below a certain level.

The Dunkin' Donuts Rechargeable Card is available in fun and festive holiday designs, including a snowflake image within colorful donut sprinkles and a snowman enjoying a steaming cup of Dunkin' Donuts coffee. To make this holiday gift even more fun and special, the Dunkin' Donuts Rechargeable Card can also be personalized online with your own favorite photo or a customized message, accompanied by a high-quality, custom designed greeting for $2.99 plus the Dunkin' Donuts Card value and shipping charge through the end of December. Greeting cards to accompany a Dunkin' Donuts Card can be selected from a wide assortment of designs to fit the holidays or any special occasion. The Dunkin' Donuts holiday-inspired cards and custom card can be purchased online at www.DunkinDonuts.com.

According to John Costello, Chief Global Customer and Marketing Officer at Dunkin' Brands, the expanded availability of Dunkin' Donuts Rechargeable Cards is a significant milestone in the brand's growth and popularity. "As we have grown steadily and strategically in both new and existing markets throughout the country, more people than ever before are relying on Dunkin' Donuts to keep them running day and night. With these exciting new partnerships to make Dunkin' Donuts Rechargeable Cards available at thousands of additional top retail locations throughout the country, we are extending our brand to millions of new customers while making it easier than ever for people to give the gift of Dunkin' Donuts' famous coffee, donuts and snacks to friends, family and co-workers," he said.
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).

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day 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, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for four years running. The company has more than 9,000 restaurants in 31 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales totaled $5.7 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.