



Time-Starved People Don't Have to Go Hungry: Dunkin' Donuts Introduces New Line of Smoothies

CANTON, Mass. (April 24, 2006) - In response to rising interest from consumers for healthier, on-the-go options, Dunkin' Donuts today announced that it has added delicious new Smoothies to its popular beverage and snack menu. Made from yogurt and real fruit, Dunkin' Donuts Smoothies will be available throughout New England and Florida beginning today and rolling out nationally this summer. Dunkin' Donuts Smoothies will be available in juicy Wildberry, luscious Mango Passion Fruit and smooth Strawberry Banana and are an excellent source of Vitamin C and Calcium.

Dunkin' Donuts is expanding its menu to include a wider range of snacks and on the go, delicious, quality products that will appeal to an increasingly busy consumer market. This platform will feature products that move beyond the breakfast hour in an effort to keep time-strapped people fueled and ready to face the challenges of the day - morning, noon and night.

"Consumers are living increasingly more hectic lives, often running between home, work and school with little time left to satisfy their appetites. As a result, many people find they don't have time in the day to fit in three-square meals. According to Information Resources Inc., one-third of Americans regularly skip meals, often grazing on snack foods as a substitute.¹ Dunkin' Donuts' Smoothies directly address our consumers' need for a quick, healthier snack alternative they can drink on the run. Smoothies are quick, convenient and affordable - anytime of day or night," said John Gilbert, Dunkin' Donuts vice president of marketing.

The smoothie industry is a new booming category in the quick quality arena. The quick-service restaurant industry currently serves 296 million servings of smoothies a year with sales representing \$1.2 billion per year.² Smoothies have become increasingly appealing to a growing group of busy and time-strapped consumers who consume their meals on the go, but are looking for healthier alternatives to fit their active lifestyle.

The introduction of the new Smoothie platform coincides with the launch of a new, multi-million dollar "America Runs on Dunkin'" advertising campaign, centered around the concept of how Dunkin' Donuts' freshly-made coffee and baked goods serve as fuel for the hard working, dedicated Americans who keep the country running. As a healthier product geared toward grab-and-go, this product fits within this business strategy. The launch of "America Runs on Dunkin'" marks the most significant repositioning effort in the company's 55-year history and is the first to debut since Dunkin' Brands was acquired last month by a consortium of global private equity firms consisting of Bain Capital Partners LLC, The Carlyle Group and Thomas H. Lee Partners LP.

Each 16-oz serving of Wildberry, Mango Passion Fruit, and Strawberry Banana smoothies have 2.5 grams of fat and 360 calories. Depending on flavor, each 16-oz serving also packs in 25 percent of the Recommended Daily Intake (RDI) of Calcium and between 80-190 percent of RDI of Vitamin C.

1 Information Resources Inc., February 2003 "What Do Americans Really Eat?" study

2 NPDFoodworld CREST, a division of the NPD Group Inc., based on smoothie servings for the 12 mos. ending Feb. '06

About Dunkin' Donuts

Founded in 1950, today Dunkin' Donuts is the number one retailer of 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 donuts, coffee, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 6,700 shops in 29 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.