

DUNKIN' DONUTS OPENS EIGHTH GREAT WOLF LODGE LOCATION IN COLORADO SPRINGS

-Leading QSR Brand Continues Expansion Across Colorado and Throughout Hotel Sector-



CANTON, Mass. (Feb. 1, 2017) – [Dunkin' Donuts](http://www.dunkindonuts.com), America's all-day, everyday stop for coffee and baked goods, today announced that it has opened its newest hotel location at Great Wolf Lodge Colorado in Colorado Springs, making its eighth restaurant to open under a franchise agreement between Dunkin' Donuts and Great Wolf Resorts. Dunkin' Donuts has existing restaurants at Great Wolf Lodge resorts in Concord, N.C.; Williamsburg, Va.; Traverse City, Mich.; Sandusky, Ohio; Fitchburg, Mass.; Mason, Ohio and Garden Grove, Calif. with additional locations planned to open in 2017.

Great Wolf Resorts, Inc. owns and operates all eight of these locations, which serve Dunkin' Donuts' menu of delicious food and beverages that can be enjoyed all throughout the day. These items include a range of hot and iced coffee and espresso beverages; hot and iced teas; a variety of donuts, muffins and croissants; and oven-toasted breakfast sandwiches available any time of day.

"With the opening of this eighth location, we're excited to continue to expand our partnership with Dunkin' Donuts to include our newest Colorado Springs resort," said Chris Hammond, corporate director of food and beverage, Great Wolf Resorts. "Great Wolf Lodge is known for our superior guest services, so we're thrilled that we will be providing our guests with Dunkin's freshly-brewed coffee and other delicious menu items."

Opportunities exist to grow with Dunkin' Donuts and Baskin-Robbins, Dunkin' Donuts' sister brand, individually or as multi-brand units in the hotel sector. Flexible design options are available to suit any lodging facility, including full retail restaurants, kiosks and self-serve hot coffee stations perfect for gift shops and general stores. Dunkin' Donuts and Baskin-Robbins locations can also be designed to suit specific areas such as snack bars and convention registration areas.

Dunkin' Donuts' bakery products can be prepared in the property's own kitchen, with the addition of some simple equipment, giving the food and beverage team flexibility to manage product inventory in accordance with guest traffic. Multi-brand restaurants that combine Dunkin' Donuts with Baskin-Robbins under one roof offer even more opportunity to drive traffic during various day parts – from early morning breakfast and coffee all the way to after-dinner ice cream cones and ice cream cakes.

"In addition to the hotel sector, Dunkin' Donuts will continue to expand its presence at non-traditional locations across the country and build relationships with franchisees who are a good fit for the brand," said Chris Burr, director of non-traditional development, Dunkin' Brands. "Great Wolf Lodge continues to be an excellent franchisee to work with, and I am confident that guests visiting the Colorado Springs resort will enjoy our offerings as so many other Great Wolf Lodge guests across the country already do."

For more information about Dunkin' Donuts, please 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 all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/ flavored coffee, iced 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 10 years running. The company has more than 12,000 restaurants in 45 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.® Madison, Wis., is North America's largest family of indoor water park resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge® brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; Fitchburg, Mass; Concord, N.C.; Garden Grove, Calif. and Colorado Springs, CO. Additional information may be found on the company website at <http://www.greatwolf.com>.