

## DUNKIN'® BRANDS APPOINTS NEAL YANOFSKY AS PRESIDENT OF INTERNATIONAL

CANTON, Mass. (May 10, 2011) With More than 16,000 restaurants in 57 countries around the world, Dunkin' Brands Group, Inc., the parent company of Dunkin' Donuts and Baskin-Robbins, today announced the appointment of industry executive, Neal Yanofsky, to the newly created position, President, International. He will report directly to Nigel Travis, Dunkin' Brands' Chief Executive Officer and President Dunkin' Donuts.

An experienced food service and retail industry executive, Yanofsky will be responsible for strategically building the Dunkin' Donuts and Baskin-Robbins brands outside the United States and for delivering a consistent, but culturally relevant, brand experience to the Company's international customers.

Yanofsky joins Dunkin' Brands from Generation Mobile, a venture-backed retailer of wireless products and services that operates in more than 20 states, where he served as Chief Executive Officer. Prior to Generation Mobile, he served as President of Panera Bread where he helped more than double the number of that company's restaurants during his five years with the company. Earlier in his career, Yanofsky served as Vice President of Fidelity Ventures, the private equity arm of Fidelity Investments, where he started and ran a group investing in early-stage growth companies. He also served as chief marketing officer at Au Bon Pain during their period of most rapid growth.

"Neal is a strategic thinker with a demonstrated ability to build successful companies," said Nigel Travis, Dunkin' Brands CEO and Dunkin' Donuts President. "His vast knowledge of operations, finance and marketing make him ideally suited to lead our international operations, drive profitable growth and enhance support for our franchisees around the world. We are delighted to welcome him to Dunkin' Brands."

"I am excited to be joining Dunkin' Brands, a company with two of the world's most recognized brands," said Mr. Yanofsky. "I look forward to working with our franchisees and licensees and the international management team to take advantage of our significant growth opportunities in both existing and new markets."

Yanofsky has a Bachelor of Arts degree from Harvard College, a Master of Business Administration from Harvard Business School, and was a postgraduate research fellow at London School of Economics. He is a Visiting Professor at Simmons Graduate School of Management, a member of the Collections Committee of the Harvard Art Museums and serves as Board President of the West End House Boys and Girls Club.

###

About Dunkin' Brands Group, Inc.

With more than 16,000 points of distribution in 57 countries worldwide, Dunkin' Brands Group, Inc. is the world's leading franchisor of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of 2010, Dunkin' Brands' nearly 100 percent franchised business model included 9,760 Dunkin' Donuts restaurants and 6,433 Baskin-Robbins restaurants, and the company had system-wide sales of approximately \$7.7 billion. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass. The Company's website is located at [www.dunkinbrands.com](http://www.dunkinbrands.com).