

BASKIN-ROBBINS ANNOUNCES PLANS TO EXPAND DEVELOPMENT IN THE UNITED KINGDOM

CANTON, MA (April 24, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced today plans to expand its development of franchise locations in major metropolitan areas across the United Kingdom. This effort is part of Baskin-Robbins' development strategy to increase its presence internationally.

Baskin-Robbins is seeking qualified multi-unit franchisee candidates to expand the brand's development across the United Kingdom. Ideal franchisee candidates should have strong financial backgrounds, a deep knowledge of their local consumers, a proven track record of success in operating retail or restaurant businesses, and a desire to develop multiple Baskin-Robbins locations in the market over the next several years.

"Expansion in the United Kingdom will provide Baskin-Robbins with a strong growth opportunity," said Jeremy Vitaro, vice president of international development for Dunkin' Brands. "We are eager to bring the brand's broad assortment of delicious ice cream flavors to additional areas across the country."

Baskin-Robbins has a growing international presence and opened 281 net new locations worldwide in 2013. The company currently has nearly 500 restaurants across Europe, including more than 125 Baskin-Robbins locations in the United Kingdom.

To further fuel its European expansion, the company is actively seeking qualified franchisees and will host a live online webinar on May 8 at 3 p.m. local time. To register and learn more about franchising opportunities with Baskin-Robbins, please visit <http://dunkinbrands.force.com/internationalevents> or www.baskinrobbinsfranchising.com.

For more information about Baskin-Robbins' franchise opportunities in the United Kingdom, please contact John West, International Development Manager, at +44 1732 844297 or via email at jonathan.west@dunkinbrands.com. For additional information on Baskin-Robbins visit www.baskinrobbins.com.