

DUNKIN'™ DONUTS ANNOUNCES PLANS FOR SEVEN NEW RESTAURANTS IN PHOENIX, ARIZONA

CANTON, MA (Nov. 17, 2014) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, announced today the signing of a multi-unit store development agreement with existing franchisees, ABDD Arizona, to develop seven restaurants in Phoenix. The group's first restaurant from this franchise agreement opened on Oct. 27 at 1543 East Bethany Home Road.

Led by Judd and Erica Wishnow, this franchise group currently operates 23 Dunkin' Donuts restaurants in the Hudson Valley of New York, and surrounding areas of New Jersey. ABDD Arizona will be led locally by Paul Faust, a former Dunkin' Donuts operations manager.

"We are excited to expand the brand's presence in Phoenix and play an important role in the daily lives of people who live, work and visit here," said Judd Wishnow, Dunkin' Donuts franchisee. "We are thrilled to have opened our first restaurant in the market last month, and look forward to opening additional restaurants in the years to come."

Currently, there are more than 65 Dunkin' Donuts restaurants located throughout Arizona, and the company is continuing to recruit franchisees in the cities of Prescott Valley, Lake Havasu, Sierra Vista, Benson and Wilcox. To help fuel growth in Arizona, special development incentives are available which include reduced royalty fees for three years and up to \$10,000 in local store marketing for stores that open on time.*

In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers flexible concepts for any real estate format including free-standing restaurants, end caps, in-line sites, gas and convenience, travel plazas, universities, as well as other retail environments.

"Our secret to continued growth includes passionate franchisees who provide a high-level of customer service to our guests every day," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "We are excited to welcome Judd and Erica to the Arizona market, and believe they will cultivate lasting customer relationships and become an integral part of the Phoenix communities they serve."

Dunkin' Donuts' new look includes four distinct restaurant design options for franchisees, each featuring variations in layout, color schemes, graphics, textures, furniture and/or lighting. The designs enhance the current restaurant appearance, environment and layout to serve people all day long. Unlike other quick-service restaurants, Dunkin' Donuts allows franchisees to select individual elements from any of the four options, creating a restaurant design that reflects their personal tastes and preferences, and best serves their specific restaurant size and location.

Since the 1950s, Dunkin' Donuts has been a daily ritual for millions of people and has offered guests delicious food, beverages and friendly service at a great value. Dunkin' Donuts offerings include iced coffee, flavored coffees, lattes, Dunkin' Donuts K-Cup® Packs, Coolatta® frozen drinks, donuts, muffins, bagels, breakfast and bakery sandwiches, and a DDSMART® menu featuring better-for-you items.

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).

*Details available in the Dunkin' Donuts Franchise Disclosure Document

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 eight years running. The company has more than 11,000 restaurants in 33 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.