



## **Dunkin' Brands Outlines Plans to Expand Dunkin' Donuts' Presence into the Asian Market**

*Announcement Comes on the Heels of Dunkin' Brands Reaching \$1 Billion in Sales Internationally*

**Canton, Mass.** (January 17, 2007) -Dunkin' Donuts today outlined its plans to further expand its presence into Asia starting with the announcement of its first store in Taiwan. The new Dunkin' Donuts will open today in Taipei City, Taiwan.

The company recently granted franchise rights to Mercuries & Associates to develop 100 stores in Taiwan over the next 10 years. Mercuries, the fifth largest market cap company in Taiwan, as well as one of the country's largest retailers, brings 25 years of operating experience to the partnership.

"Taiwan represents the first step in Dunkin' Donuts greater China strategy, said Anthony P. Pavese, Dunkin' Brands Vice President of International Asia Pacific. "We are actively looking for Dunkin' Donuts partners in China," added Pavese.

Dunkin' Brands announcement comes on the heels of the company recently surpassing \$1 billion in international system wide sales annually.

"We are extremely proud to open the first Dunkin' Donuts restaurant in Taiwan," said Jon L. Luther, Dunkin' Brands Chairman and CEO. "I am very enthusiastic about the myriad opportunities for Dunkin' Donuts in Asia and am confident that we can expect solid growth for years to come with our outstanding business partner, Mercuries & Associates."

"Dunkin' Donuts is one of America's most beloved brands, and we believe that the Taiwanese people will embrace it as well. As Dunkin' Donuts' brand recognition continues to grow throughout the Asia Pacific region, we are excited to be a part of it," said Mercuries Food Division President Andrew Chang.

"Mercuries is very proud to be Dunkin' Donuts local partner to introduce the high-quality coffee and baked goods of this brand to the Taiwanese people."

The Dunkin' Donuts restaurant in Taiwan will offer a complete menu of Dunkin' Donuts internationally recognized coffee, baked goods and iced beverages. The restaurant will also serve items customized to suit local taste preferences such as sweet potato, green apple and pineapple doughnuts, mochi rings, which are cake doughnuts indigenous to the region, as well as iced fruit teas and sandwiches. The restaurant will be a welcoming environment for customers to connect with friends and family while discovering new food and beverage choices. Our success throughout the Asia Pacific region over the last 25 years gives us confidence that the Taiwanese people will embrace Dunkin' Donuts.

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### **About Dunkin' Brands**

With more than 13,000 franchises in 50 countries worldwide, Dunkin' Brands, Inc. is renowned for its leadership in the quick quality restaurant category. There were 7,123 Dunkin' Donuts restaurants, 5,838 Baskin-Robbins restaurants and 280 Togo's restaurants with system-wide sales of \$6.1 billion at the end of fiscal 2006. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit [www.dunkinbrands.com](http://www.dunkinbrands.com).

**About Dunkin' Donuts**

Founded in 1950, today Dunkin' Donuts is the number one retailer of hot regular 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 hot regular coffee, iced coffee, donuts, and bagels than any other quick service restaurant in America. Dunkin' Donuts has more than 7,200 restaurants in 30 countries worldwide. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit [www.DunkinDonuts.com](http://www.DunkinDonuts.com).

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