



BASKIN-ROBBINS WELCOMES NEW VICE PRESIDENT OF MARKETING

Industry Veteran Brian O'Mara Appointed to Senior Management Team

CANTON, Mass. (March 19, 2010) – Baskin-Robbins, America's favorite neighborhood ice cream shop, today announced the appointment of Brian O'Mara as Vice President of Marketing USA. He will report directly to Srinivas Kumar, Chief Brand Operating Officer for Baskin-Robbins Worldwide. He will also consult with John Costello, Chief Global Customer & Marketing Officer for Dunkin' Brands, Inc.

With more than twenty-five years of sophisticated marketing experience, including twenty years with McDonald's, Mr. O'Mara brings an extensive knowledge of marketing, product development and the quick service restaurant industry to his position at Baskin-Robbins, as well as a history of working successfully with franchisees. In his new role, O'Mara is responsible for the strategic development, planning and execution of Baskin-Robbins' marketing initiatives in the United States. He will oversee all marketing functions, including brand management, new product development, creative, broadcast, online, digital, media planning, integrated marketing communications and promotions.

"Brian is a proven strategic brand marketer who brings to Baskin-Robbins invaluable experiences that will help intensify our focus on marketing," said Baskin-Robbins Srinivas Kumar, Chief Brand Operating Officer for Baskin-Robbins Worldwide. "We are confident that he will further build brand excitement and drive consumer engagement."

"I am delighted to join Baskin-Robbins and to have the opportunity to play a key role in determining the future of one of America's most beloved and iconic brands," said Brian O'Mara, Vice President of Marketing. "It's an exciting time to join this company, and I look forward to working with the entire organization to develop innovative marketing strategies to further build the Baskin-Robbins brand."

Prior to joining Baskin-Robbins, O'Mara served as Vice President, Chief Marketing Officer for McDonald's Canada where he played a key role in the transformation of the McDonald's brand in that country and was responsible for consumer and business insights, strategic planning, marketing, and menu management for 1,440 restaurants. During his tenure with McDonald's, he held various regional and national marketing roles where he developed marketing plans distinctive to each region, assisted with strategic planning efforts and led the young adult marketing and promotions group. Earlier in his career, O'Mara spent five years working in advertising for a number of national agencies, including Leo Burnett, NW Ayer and Marsteller.

O'Mara received a bachelor's degree in journalism from Southern Illinois University and a master's degree in communications from DePaul University.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by *Entrepreneur* magazine's 31st annual Franchise 500[®] ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,000 retail shops in 33 countries. Baskin-Robbins was founded by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats.

Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com

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