



**DUNKIN' BRANDS ANNOUNCES ZERO GRAMS TRANS FAT MENU
TO BE AVAILABLE NATIONWIDE BY OCTOBER 15**

Baskin-Robbins to Follow Suit by January 1, 2008

Canton, MA (August 27, 2007) -- Dunkin' Donuts today announced that all its menu offerings nationwide will be zero grams trans fat by October 15, 2007. This includes the brand's signature doughnuts. Doughnuts with zero grams trans fat are currently being served in Philadelphia and New York City. To date, the zero grams trans fat doughnuts have been served in approximately 400 restaurants throughout the country as part of a nationwide blind test over a period of four months.

In addition, Baskin-Robbins' offerings, including its ice cream inclusions and ribbons will be zero grams trans fat, by January 1, 2008.

"We applaud the Dunkin' Brands Research & Development and Supply Chain teams, who have worked behind the scenes for nearly four years to move toward an entirely zero grams trans fat menu," said Joe Scafido, Chief Creative and Innovation Officer at Dunkin' Brands. "We are proud to be the first major quick service restaurant chain to introduce a doughnut that has zero grams trans fat, and are delighted that customer response to our new doughnuts has been unanimously positive."

The Dunkin' Brands Research & Development team has reformulated more than 50 menu items without sacrificing the quality, flavor and taste customers have come to expect. In 2003, the Dunkin' Brands Research & Development team acted independently to remove artificial trans fat from all muffins and bagels. Since then, the team has tested more than 28 alternative oils and proprietary blends and conducted 80 independent tests to find a suitable alternative.

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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 7,293 Dunkin' Donuts restaurants, 5,838 Baskin-Robbins restaurants and 280 Togo's restaurants with system-wide sales of \$6.4 billion at the end of 2006. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit www.dunkinbrands.com.

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