

DUNKIN' DONUTS EARNS EXTRA CREDIT WITH UNIVERSITY EXPANSION

CANTON, Mass. (October 22, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is majoring in college expansion as the brand continues growing its presence on campuses around the country. The company's increased focus on non-traditional locations means that more consumers are running on Dunkin' Donuts as they go about their daily lives. College students, faculty and staff can refuel on a delicious line-up of beverages and food between classes, tests and studying.

Dunkin' Donuts offers restaurant models to suit any university, including full retail shops and kiosks that are perfect for campus centers, student unions, dining commons and other high-traffic locations at or near the school.

"Universities are increasingly looking for more amenities to offer campus residents and visitors, and our brand's flexible design options couple convenience with great-tasting food and America's favorite coffee," said Grant Benson, CFE, vice president of franchising and business development, Dunkin' Brands. "As we continue our expansion, both east and west of the Mississippi, we have a continued focus on recruiting qualified operators to grow our presence at colleges around the country."

The list of universities that have recently opened new Dunkin' Donuts restaurants in 2013 or plan to open new locations by January 2014 includes:

- Westfield University (second location)
- Norwich University
- Merrimack College
- University of Rhode Island (opening two locations)
- University of Alabama Huntsville
- Brandeis University
- Wayne State University

These institutions join other prominent colleges and universities that have brought Dunkin' Donuts to campus in the last two years, including Emory University, Providence College, University of Baltimore and Virginia Tech. Each serves Dunkin' Donuts' menu of delicious foods and beverages that can be enjoyed throughout the day. These items include a range of hot and iced coffee and espresso beverages; a variety of donuts, muffins, bagels; and breakfast and bakery sandwiches.

Dunkin' Donuts has been strategically expanding in contiguous markets across the country with a long-term goal of having more than 15,000 Dunkin' Donuts restaurants in the United States alone, and this expansion includes alternative points of distribution. Dunkin' Donuts currently has nearly 600 non-traditional locations, including college campuses, mass transit stations, travel centers, supermarkets, and military bases.

For more information about Dunkin' Donuts, please visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).