

DUNKIN'™ DONUTS OPENS ADDITIONAL CALIFORNIA TERRITORIES FOR DEVELOPMENT

CANTON, Mass. (Oct. 15, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, and one of the fastest-growing quick service restaurant (QSR) brands based on unit growth, announced today it is expanding to California's Central Valley and Central Coast, including Fresno, Bakersfield, Sacramento and Santa Barbara, Calif. The company is recruiting qualified multi-unit operators to open both traditional restaurants and a wide range of non-traditional venues, including colleges and universities, casinos, military bases, supermarkets, airports and travel centers. Over time, Dunkin' Donuts plans to have as many as 1,000 restaurants throughout the state.

In January, Dunkin' Donuts announced plans to enter Los Angeles, Riverside, San Diego, San Bernardino, Ventura and Orange counties and has since executed franchise agreements to develop more than 70 new freestanding restaurants in these markets, which will begin opening in 2015. A franchise agreement with Embassy Suites San Diego has also been signed, and the restaurant is planned to open in the first quarter of 2014. A location is scheduled to open in the iconic Barstow Station building in Barstow before year-end. The Company is continuing to recruit franchisees for both traditional and non-traditional locations in Southern California.

"We're experiencing incredible momentum in our growth, both east and west of the Mississippi, and are thrilled to open the Central Valley and the Central Coast regions for development opportunities," said Grant Benson, vice president of franchising and business development, Dunkin' Brands. "We look forward to opening both traditional and non-traditional Dunkin' Donuts restaurants in California and to making our famous beverages, baked goods and sandwiches available to an ever-growing base of customers."

For a limited time, special development incentives are available, including reduced royalty fees in the early years and a \$10,000 local store marketing contribution by the company for qualifying franchisees. Foodservice, operations and real estate experience is required for all candidates.

In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers franchisees flexible design concepts including freestanding stores, end caps, in-line sites, kiosks and gas stations, as well as other retail environments. The company's non-traditional locations are positioned to address consumer demand in a captured environment within an established trade area and, depending on the size of the available venue, locations can offer the complete food and beverage menu or a limited menu geared to consumer demands.

"If you meet our qualifications and have the ability to deliver a high level of customer service within your community while maintaining a dedication to our core company values, it's time to join one of the world's fastest-growing QSR companies with more than 95 percent brand recognition in the U.S.," added Benson.

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, called Original Blend, Cappuccino Blend, Dark Roast and Jazz Brew, are meant to 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. For more than 60 years, Dunkin' Donuts has offered delicious food, beverages, and friendly service at a great value. To best serve its guests, Dunkin' Donuts offers an all-day menu including iced coffee, flavored coffees, lattes, Dunkin' Donuts K-Cup® Packs, Coolatta® frozen drinks, muffins, bagels, breakfast 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).