

DUNKIN'™ DONUTS EXTENDS PARTNERSHIP WITH GREAT WOLF LODGE AND

CANTON, Mass. (June 2, 2014) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is opening more doors in the lodging market with its newest location at the Great Wolf Lodge in Fitchburg, Mass. This is the fourth restaurant to open under a franchising agreement between Dunkin' Donuts and Great Wolf Lodge resorts, with existing locations in North Carolina, Michigan and Virginia.

Great Wolf Resorts, Inc. owns and operates these four locations, which serve Dunkin' Donuts' menu of delicious food and beverages that can be enjoyed all throughout the day. These items include a range of hot and iced coffee and espresso beverages; a variety of donuts, muffins and croissants; and oven-toasted breakfast sandwiches.

"Having Dunkin' Donuts in our resort is a win-win for our guests and operations," said Chris Hammond, corporate director of food and beverage, Great Wolf Lodge. "Our resorts in North Carolina, Virginia and Traverse City have seen a strong rise in food and beverage revenues – an approximate 10 percent total increase. Dunkin' Donuts was the clear choice for us when we decided to bring a branded quick-service concept to our guests. We're excited to further our partnership with the brand at our newest resort, Great Wolf Lodge New England."

To further the company's growth in the hotel sector, Dunkin' Brands is hosting an informational live webinar on Tuesday, June 17 at 4 p.m. EST to discuss opportunities with both Dunkin' Donuts and Baskin-Robbins specifically in the lodging sector. To register for the webinar, and to learn more about non-traditional franchising opportunities, please visit <http://franchisingevents.dunkinbrands.com>. Dunkin' Brands currently has more than 600 non-traditional locations in the U.S.

Opportunities exist with Dunkin' Donuts and Baskin-Robbins individually or as combination units. Flexible design options are available to suit any lodging facility, including full retail restaurants, kiosks and self-serve hot coffee stations perfect for gift shops and general stores. Dunkin' Donuts or Baskin-Robbins can also be designed to suit specific areas such as snack bars and convention registration areas. Dunkin' Donuts' bakery products can be prepared in the property's own kitchen, with the addition of some simple equipment, giving the food and beverage team flexibility to manage product inventory in accordance with guest traffic.

"Our valued partnerships with Great Wolf Lodge and other lodging properties are a continued focus for our growth in alternative points of distribution," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "With flexible design options and state-of-the-art operating systems in place, our representation inside hotel venues offers real advantages for guests, offering a convenient option that complement's the properties other food and beverage services."

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).

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc.® Madison, Wis., is North America's largest family of indoor waterpark resorts, and, through its subsidiaries and affiliates, owns and operates its family resorts under the Great Wolf Lodge® brand. Great Wolf Resorts is a fully integrated resort company with Great Wolf Lodge locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; the Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash.; Fitchburg, Mass; and Concord, N.C. Additional information may be found on the company website at <http://www.greatwolf.com>.