

BASKIN-ROBBINS INTRODUCES NEW INCENTIVE PROGRAM TO HELP VETERANS BECOME BUSINESS OWNERS IN HONOR OF VETERAN'S DAY

Brand Waives Initial Franchise Fee for Qualified Veterans Opening New Baskin-Robbins Shops in Select Markets

CANTON, Mass. (Nov. 1, 2012) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced today that it has launched a new veteran incentive program that supports U.S. military veterans seeking to open a Baskin-Robbins franchise in California, Florida and select markets across the U.S. As part of the program, the company will waive the initial franchise fee of \$25,000 for developing a new Baskin-Robbins location in select markets for qualified, honorably discharged U.S. veterans, making it easier for them to start their own business.

"Having served as an officer in the U.S. Army, I know first-hand the importance of supporting our troops as they transition back to civilian life," said Bill Mitchell, senior vice president and brand officer, Baskin-Robbins. "As part of our brand's commitment to veterans, we are very excited to launch a new veteran franchise incentive program and hope to make someone's dream of owning their own business a reality."

The program is being offered to qualified veterans interested in developing Baskin-Robbins restaurants. For the first restaurant, Baskin-Robbins will waive the entire initial franchise fee, normally \$25,000. In addition, Baskin-Robbins has created a financing program specifically designed to assist new and existing franchisees to develop new restaurants.

"As tens of thousands of service men and women return from deployment, expanded opportunities are needed to ensure veterans and their families can transition into the civilian economy," added Mitchell. "We're proud of Baskin-Robbins' efforts to help create jobs and entrepreneurial opportunities for veterans who are uniquely qualified for franchising and bring critical leadership and management skills to the brand."

Baskin-Robbins is actively seeking candidates to expand its footprint in California and Florida, as well as other regions across the U.S. Candidates should possess a strong financial background, as well as a passion for their local communities. Baskin-Robbins has proven to be a simple business to run with convenient hours of operation, minimal equipment, little waste and a majority of inventory that has a shelf life of one year with proper storage.

The company was founded by two ice cream enthusiasts who shared a dream to create an innovative ice cream store that would be a neighborhood gathering place for families. Today, over 300 million people visit Baskin-Robbins each year to sample from the more than 1,000 flavors available in its ice cream library, as well as enjoy its full array of frozen treats including ice cream cakes, frozen beverages and sundaes.

For more information on franchising, visit www.baskinrobbinsfranchising.com or contact Pam Gore at pam.gore@dunkinbrands.com.

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 nearly 7,000 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 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.