

## Dunkin' Brands Celebrates Grand Opening of Dunkin' Brands University

CANTON, Mass. (September 14, 2011) – [Dunkin' Brands Group, Inc.](#) (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, today celebrated the grand opening of Dunkin' Brands University in Braintree, Mass., formerly known as Dunkin' Donuts University. The training center, which recently underwent a \$2.7 million update to the exterior and interior of the building, will now serve as the site where the majority of the brand's franchisees and managers train to run Dunkin' Donuts and/or Baskin-Robbins restaurants.

At Dunkin' Brands, the training mission is to successfully prepare every new franchisee to consistently deliver a great guest experience in their restaurants. Six full-time training professionals deliver and implement a core curriculum throughout the system using a variety of learning techniques, including classroom instruction, hands-on lab activities and e-learning modules. On average, about 600 students attend the University each year in groups ranging from six to 35. New franchises from as far away as India, Russia and China have taken courses at this facility. Since 1978, more than 20,000 franchise owner/operators and restaurant managers have attended training courses at the Braintree facility.

Dunkin' Donuts University first opened in 1964 in Stoneham, Mass. The facility moved several times before settling at its present location in Braintree on July 24, 1978. The year-long renovation was the first major improvement to the 16,000-square-foot facility in decades. Renovation highlights include a fully operational replica of a Dunkin' Donuts and Baskin-Robbins combination restaurant, conference and lecture rooms, full production bakeries and a Baskin-Robbins cake decorating lab. The training facility is also committed to environmental sustainability, and will include an energy management system, energy efficient lighting, a white membrane roof, advanced heating and air conditioning systems, cardboard recycling receptacles and a storm water management system to help protect the local watershed.

"At Dunkin' Brands, we recognize the importance of creating an exciting and innovative learning environment that sets the tone for business expectations and our brand image," said Nigel Travis, Chief Executive Officer, Dunkin' Brands, Inc. and President, Dunkin' Donuts U.S. "Our goal is to become a top-quartile performing QSR company and it begins with the training of our future franchisees and managers."

To learn more about Dunkin' Brands, visit [www.DunkinBrands.com](http://www.DunkinBrands.com).

About Dunkin' Brands Group, Inc.

With more than 16,000 points of distribution in 56 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN), is the world's leading franchisor of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hardserve ice cream. At the end of 2010, Dunkin' Brands' nearly 100 percent franchised business model included 9,760 Dunkin' Donuts restaurants and 6,433 Baskin-Robbins restaurants, and the company had system-wide sales of approximately \$7.7 billion. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass. The Company's website is located at [www.dunkinbrands.com](http://www.dunkinbrands.com)