

DUNKIN'® DONUTS ANNOUNCES DEVELOPMENT OF 11 NEW RESTAURANTS IN LITTLE ROCK, ARKANSAS

CANTON, MA (July 15, 2011) -- Dunkin' Donuts, America's every day, all-day stop for coffee and baked goods, announced today it has signed agreements with two franchisees to develop 11 new restaurants throughout over the next several years.

Locations targeted for development include the following:

Seven units are to be developed in Ft. Smith and Northwest Arkansas by Littlefield Oil Company. The first restaurant is slated to open in 2012 with the remaining six to open by 2018.

Eric McDuffie and Sam Carter plan to open four restaurants in Hot Springs and Benton over the next several years. The first location is scheduled to open in 2012 and the remaining locations are scheduled to open by 2015.

"Little Rock is a priority growth market for Dunkin' Donuts in 2011, and we're excited to expand our footprint in Arkansas," said Grant Benson, CFE, vice president of franchising and market planning, Dunkin' Brands, Inc. "Our secret to success is our passionate franchisees who provide a high-level of customer service to our guests every day. We're confident these franchisees will cultivate lasting customer relationships in the Little Rock and Ft. Smith area and become an integral part of their respective communities."

Little Rock is now sold out for franchise sales, but opportunities are still available in Jonesboro and Northeast Arkansas. Dunkin' Donuts offers flexible concepts that can be customized for any real estate format, including free-standing restaurants, end caps, in-line sites, gas and convenience, travel plazas, universities, as well as other retail environments.

According to Benson, "Dunkin' Donuts is proud to energize Americans and keep the hard-working, value-driven people of this country running every day. Our recent and ongoing menu enhancements meet the needs of today's on-the-go consumers, providing them a convenient place where they can get high-quality products any time of the day."

Historically a doughnut and hot coffee chain, Dunkin' Donuts has expanded its offering to include frozen and iced beverages, a full bakery assortment including bagels and muffins, breakfast sandwiches, and an all-day Oven-Toasted menu which includes flatbread sandwiches, hash browns and buttermilk biscuits. The platform marks the most significant change to Dunkin' Donuts' product lineup since the company launched espresso-based beverages in 2003.

For information on franchise opportunities or to attend an upcoming webinar, please visit www.dunkinfranchising.com.

About Dunkin' Donuts Founded in 1950, Dunkin' Donuts is America's everyday, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6.0 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.dunkinfranchising.com.