

DUNKIN' DONUTS ANNOUNCES 36 NEW RESTAURANTS IN CENTRAL AND SOUTHERN MILWAUKEE

Six Existing Northeast Franchisees Create Milwaukee Coffee Brewing Company

CANTON, MA (December 7, 2010) --Dunkin' Donuts, America's favorite every day, all-day stop for coffee and baked goods, announced today the signing of a multi-unit store development agreement with the Milwaukee Coffee Brewing Company for 36 new restaurants in Central and Southern Milwaukee. Consisting of six existing Northeast Dunkin' Donuts franchisees, the partners of Milwaukee Coffee Brewing Company operate over 370 Dunkin' Donut restaurants in metro and upstate New York, Massachusetts, Pennsylvania, New Jersey and Connecticut.

Dunkin' Donuts' development throughout Milwaukee is part of a steady and strategic growth plan being implemented by Dunkin' Donuts, which includes expanding in existing markets while entering new cities across the country to help drive the leading coffee and bakery chain's growth.

"Our collective passion for the brand and experience building and operating Dunkin' Donuts restaurants make us the ideal candidates to expand Dunkin' Donuts presence in Central and Southern Milwaukee," said Mark Cafua, partner, Milwaukee Coffee Brewing Company. "As long-term Dunkin' Donuts franchisees all of us pride ourselves on offering guests the highest quality products and outstanding customer service. We look forward to playing an important role in the daily lives of people who live, work and visit the Milwaukee area in the years to come."

During the first half of 2010, Dunkin' Donuts opened 338 net new locations worldwide with 75 of those new restaurants opening in the U.S. The company also signed 72 new domestic development commitments, continuing to hold its spot as one of the fastest growing brands in the QSR industry.

In addition to the development agreement mentioned above, Dunkin' Donuts is seeking new and existing franchisees to develop restaurants in Sheboygan, Dodge, Washington and Ozaukee Counties. Opportunities are also available throughout Wisconsin in Green Bay, Wausau and LaCrosse.

To drive its expansion efforts, Dunkin' Donuts has aligned its strategy to support the growth opportunities and consumer needs of individual markets. As a result, the company continues to expand with single and multi-unit opportunities with no minimum unit requirements.

"Dunkin' Donuts welcomes Milwaukee Coffee Brewing Company to the market," said Grant Benson, CFE, vice president of franchising and market planning, Dunkin' Brands, Inc. "As experienced Dunkin' Donuts franchisees, they possess a wealth of knowledge on the brand, and we are thrilled they are expanding their network to a new market. These restaurants will satisfy a growing demand in Central and Southern Milwaukee for high quality coffee and baked goods that are available all day."

Building a solid network of stores within a market enables Dunkin' Donuts to invest in a distribution model that provides a consistent, high-quality product guests expect "in the way and on the way" of their daily routines. In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers flexible concepts 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 honest, 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, moving Dunkin' Donuts beyond breakfast with high-quality food and beverage items available all 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 new platform marks the most significant change to Dunkin' Donuts' product lineup since the company launched espresso-based beverages in 2003.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite 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 four years running. The company has more than 9,000 restaurants in 30 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales were \$5.7 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.Dunkinfranchising.com.