

DUNKIN' DONUTS FRANCHISE OPPORTUNITIES BREWING IN MILWAUKEE, WISCONSIN

World's Largest Baked Goods and Coffee Chain Plans to Expand in the Market

CANTON, MA (October 19, 2010) --Dunkin' Donuts, America's favorite every day, all-day stop for coffee and baked goods, is seeking to increase its franchise locations in the U.S. Fueling this growth is today's announcement that the company is looking for franchisees to open restaurants in the Greater Milwaukee area. The market is currently home to four restaurants.

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

"Dunkin' Donuts is looking for qualified candidates with foodservice, operations and real estate experience to join our team to help expand the brand's footprint in Milwaukee and the surrounding areas," 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' everyday, and we encourage interested parties to contact us to learn how they can open a Dunkin' Donuts restaurant in their community."

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.

Ideally, franchisees should possess a minimum net worth of \$500,000 and liquid assets of at least \$250,000, but financial qualifications will vary based on the opportunity available by market. This evolution of Dunkin' Donuts' franchise sales effort enables the brand to expand in markets more aggressively, while balancing its market penetration and maturity.

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, Wake-up Wrap, 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 every day, 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 31 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.