

## DUNKIN' BRANDS OPENS ITS 16,000th LOCATION WORLDWIDE

CANTON, Mass. (October 14, 2010) – Dunkin' Brands, the parent company of two of the world's most recognized brands, Dunkin' Donuts and Baskin-Robbins, today announced the opening of its 16,000th location worldwide, reaffirming its status as one of the fastest growing brands in the quick service restaurant industry. The 16,000th location, a new Dunkin' Donuts restaurant located in Tian Li plaza in Shenzhen, China, represents the 20th Dunkin' Donuts in Mainland China and marks a significant milestone for the company and its commitment to global expansion.

There were several new Dunkin' Donuts and Baskin-Robbins locations competing for the honor of being the company's 16,000th location. Nearly simultaneously, the lights were turned on for the first time at two new Dunkin' Donuts restaurants in Vaila, Spain, while guests lined up at a new Dunkin' Donuts restaurant in Cranston, Rhode Island. At the same time travelers stopped by a new Baskin-Robbins opening at an airport in Moscow, Russia, and hundreds of scoops were doled out to ice cream lovers four thousand miles away at a new Baskin-Robbins location in Shanghai, China.

Other milestones for Dunkin' Brands include the recent opening of Japan's 1,000th Baskin-Robbins shop. The shop, located in Tokyo, Japan, is owned and operated by Baskin-Robbins' Japanese partner B-R 31 Ice Cream Company, which has been operating in Japan for 37 years. Baskin-Robbins has had great success adapting its menu to regional tastes with local favorite ice cream flavors such as Popping Shower (white chocolate and crème de menthe flavor with "pop rock" inclusions), Matcha (green tea flavor) and Musk Melon.

Dunkin' Brands now has 16,000 restaurants in 49 countries and territories and expects to open more than 900 net new Dunkin' Donuts and Baskin-Robbins restaurants worldwide this year.

According to Dunkin' Brands CEO Nigel Travis, the opening of Dunkin' Brands' 16,000th store underscores the deep connection people around the world have with both the Dunkin' Donuts and Baskin-Robbins brands. "We are thrilled to have reached this important milestone and honored by the passion our guests, franchise partners and employees have for the Dunkin' Donuts and Baskin-Robbins brands," said Dunkin' Brands CEO Nigel Travis. "The opening of our 16,000th location reinforces our continued growth in new and existing communities and our commitment to fulfill the demand for quality coffee, food, and ice cream served in a fun and welcoming environment."

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About Dunkin' Brands, Inc.

With 16,000 points of distribution in 49 countries worldwide, Dunkin' Brands, Inc. is renowned for its leadership in the quick quality category. At the end of 2009, there were 9,186 Dunkin' Donuts franchised restaurants and 6,207 Baskin-Robbins franchised restaurants and the company had system-wide sales of approximately \$7.2 billion. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit [www.dunkinbrands.com](http://www.dunkinbrands.com).