

DUNKIN' BRANDS ANNOUNCES APPOINTMENT OF CHIEF FINANCIAL OFFICER

CANTON, MA (Oct. 7, 2010) -- Dunkin' Brands, Inc., the parent company of two of the world's most recognized brands, Dunkin' Donuts and Baskin-Robbins, today announced that Neil Moses will join the company as chief financial officer effective November 16, 2010. He will serve on the Dunkin' Brands Executive Leadership Team and will report directly to Dunkin' Brands' Chief Executive Officer Nigel Travis.

"Neil has an established track record of helping to build successful companies and brings with him a thorough knowledge of finance, technology and strategic planning that is critical to a growing, global food service organization like Dunkin' Brands," said Nigel Travis, Dunkin' Brands CEO and Dunkin' Donuts President. "With his strong financial acumen, strategic sense and extensive business experience, Neil is the perfect fit for our operations-focused culture and should help us achieve both our short- and long-term goals."

In his role as Dunkin' Brands CFO, Moses will have responsibility for the company's financial functions, strategic planning, loss prevention and information technology services.

Moses replaces Dunkin' Brands CFO Kate Lavelle, who has moved from Massachusetts to be closer to family in Alabama. Lavelle joined Dunkin' Brands as CFO in December 2004 and continues to work with the company in a consulting capacity.

"For the past six years, Kate has been a key member of the Dunkin' Brands leadership team, helping to oversee a period of tremendous growth for the company and our evolution into a globally recognized powerhouse franchisor," said Travis. "Well-respected both inside the company and by our franchise community, Kate leaves us well positioned for the future."

Moses joins Dunkin' Brands from Parametric Technology Corporation (PTC), a Massachusetts-based billion-dollar software company, where he served as Executive Vice President, Chief Financial Officer. In that role, he worked with the PTC executive team to develop and implement a long-term strategic plan that led to a substantial business turnaround.

Prior to PTC, Moses served as Executive Vice President, Chief Financial Officer, at Axcelis Technologies, a semiconductor capital equipment manufacturer. Before transitioning to technology, Moses served in senior financial roles in the retail sector. He was Senior Vice President, Chief Financial Officer of Bradlees, Inc. where he was responsible for merchandise planning, systems and financial functions for the department store chain. He also served as Senior Vice President, Finance, at Ames Department Stores.

"I am delighted to be joining Dunkin' Brands, a company with two of the world's best-loved brands and one of the premier franchising concepts in the world," said Moses. "I look forward to working with the company leadership and our franchisee community to ensure Dunkin' Brands continues to be one of the strongest, fastest growing quick service restaurant concepts in the world."

Moses received his BA from Bowdoin College and his MBA from Dartmouth College, Amos Tuck School of Business.

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About Dunkin' Brands, Inc.

With more than 15,000 points of distribution in 45 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.