

DUNKIN' BRANDS STRENGTHENS INFORMATION TECHNOLOGY TEAM WITH NEW VICE PRESIDENT OF IT, RETAIL TECHNOLOGY DEPLOYMENT & SUPPORT SERVICES

CANTON, Mass. (Aug. 19 2010) – Dunkin' Brands, the parent company of two of the world's most recognized and loved brands, Dunkin' Donuts and Baskin-Robbins, has announced the appointment of Ken Chaisson to the newly-created position of Vice President of IT, Retail Technology Deployment & Support Services.

In his new role, Chaisson will report directly to Dan Sheehan, SVP & Chief Information Officer for Dunkin' Brands. Chaisson will lead the IT teams responsible for the company's information technology communications, retail technology deployment, support and centralized point of sales menu and item management. He will work closely with the IT leadership team, operations, development and marketing departments, retail technology partners and the Dunkin' Donuts Franchisee IT Sub-Committee to help domestic franchisees better serve their guests.

"Ken has demonstrated success and extensive knowledge of retail systems and technology, and he will have a significant and positive impact on our brands," said Dan Sheehan. "He is a great addition to an already talented Dunkin' Brands IT team."

"I am very excited to be joining Dunkin' Brands, a premier quick service restaurant company that is on the forefront of leveraging technology to help improve company systems and store-level systems to drive franchisee profitability," said Chaisson. "I look forward to working with this strong and experienced IT team to further improve corporate and retail technology solutions to better serve our employees and franchise operators."

Chaisson most recently was the Vice President of Information Technology for Legal Sea Foods. Prior to that, he held a variety of IT management roles at ZOOTS, Reebok International Ltd., and Staples. Earlier in his career, he was an IS Director at Designs, Inc.

He holds an M.B.A from Babson College and a B.S. in Computer Science from Boston College. A native of Massachusetts, Chaisson resides with his family in Walpole, Massachusetts.

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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.