

BASKIN-ROBBINS ANNOUNCES DEVELOPMENT OF SIX NEW SHOPS IN SOUTH TEXAS AND CENTERVILLE

CANTON, MA (June 30, 2010) – [Baskin-Robbins](#), the world's largest chain of ice cream shops, announced today it has signed agreements with two franchisees to develop six new shops in Centerville and South Texas over the next several years. Four shops will open in 2010 and the remaining units will open next year. Locations targeted for development include the following:

- Five units will be developed in the Edinburg/Brownsville region of South Texas by existing franchisee John Wright with the first three units opening this year, and the remaining two in 2011.

- One shop will be developed this year in Centerville by new franchisee Nordin Jhaver.

"Texas is a priority growth market for Baskin-Robbins and we're excited to expand our footprint in these two markets," said Grant Benson, CFE, vice president of franchising and market planning, Dunkin' Brands, Inc. "We're confident these individuals will spread the fun and unique flavors of America's Favorite Ice Cream Shop to guests in and around their respective communities."

In addition to the development agreements mentioned above, Baskin-Robbins recently announced it signed agreements for the development of four other new shops in Houston by 2012.

To drive its expansion efforts, Baskin-Robbins offers qualified candidates several flexible real estate design options at varying investment levels. These concepts – stand-alone and express/kiosk– provide consumers with a range of Baskin-Robbins menu items from hard scooped ice cream and cakes to soft-serve and frozen beverages.

Baskin-Robbins is seeking candidates that meet a specific franchisee profile to help build its brand and image. Ideally, franchisees should possess a minimum net worth of \$250,000 and liquid assets of at least \$125,000 but financial qualifications will vary based on the opportunity available by market.

"Additional Baskin-Robbins stores will satisfy a growing demand in Texas for high-quality ice cream, specialty frozen desserts and beverages," said Benson. "For generations, Baskin-Robbins has become the brand of choice for consumers and has consistently delighted them with our irresistible flavors and treats and we look forward to having an even larger presence throughout the state."

Over six decades ago, Baskin-Robbins was founded by ice cream enthusiasts Burton "Burt" Baskin and Irvine "Irv" Robbins who shared a dream to create an innovative ice cream store that would be a neighborhood gathering place for families. Today, over 300 million people visit Baskin-Robbins each year to sample the more than 1,000 flavors available in its ice cream library, as well as enjoy its full array of frozen treats including ice cream cakes, frozen beverages and sundaes.

In addition to Baskin-Robbins expansion, Dunkin' Brands, the parent company of both Baskin-Robbins and Dunkin'-Donuts, is seeking qualified candidates to be part of an unprecedented growth campaign designed to expand Dunkin' Donuts presence in various U.S.markets.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 30th annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,000 retail shops in 35 countries. Baskin-Robbins was founded by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit <http://www.baskinrobbins.com/franchiseopportunities>.