

DUNKIN'™ BRANDS APPOINTS THREE NEW VICE PRESIDENTS IN KEY FUNCTIONS – DEVELOPMENT, CONSUMER AND BUSINESS INSIGHTS AND TALENT MANAGEMENT

CANTON, MA (February 21, 2013) – Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, today announced the appointment of three new vice presidents to its management team. Brian Carmichall has joined as Vice President, Development West, Rebecca Zogbi has been promoted to the position of Vice President, Global Consumer and Business Insights, and Fred Schlecht has been promoted to the position of Vice President, Talent Management. Each person brings significant strategic management expertise to his or her new role.

Brian Carmichall, Vice President, Development West, will be responsible for all real estate development and construction in the West Region for both Dunkin' Donuts and Baskin-Robbins brands. He will report to Jon Gaiman, Vice President, Development U.S. for Dunkin' Brands. Carmichall joins Dunkin' Brands from El Pollo Loco Restaurants, where he spent 16 years in several roles, most recently as Vice President of Development with responsibility for company and franchise new restaurant development. He led teams responsible for design, equipment, real estate, construction, facilities maintenance, remodels, and construction/equipment supply chain functions.

Prior to El Pollo Loco, Carmichall was the principal of Franchise Design Group, a development consulting firm specializing in the design and management of franchise-oriented restaurant and retail development projects. He received an Executive MBA from the University of Phoenix, and a Bachelor's Degree in Architecture from Montana State University.

"We are pleased to welcome Brian Carmichall to Dunkin' Brands. With his extensive experiences, leadership capabilities and business knowledge, he will play an important role in helping us continue to grow our brands," said Jon Gaiman, Vice President, Development U.S. for Dunkin' Brands. "Dunkin' Brands continues to strategically expand the presence of Dunkin' Donuts and Baskin-Robbins throughout the United States. Adding proven leaders in restaurant development is a key part of our plan to accelerate the growth of our business and support our franchisees."

In addition to the appointment of Brian Carmichall, Rebecca Zogbi has been promoted to Vice President, Global Consumer and Business Insights for Dunkin' Brands. In her role, she is responsible for leading Dunkin' Brands' Consumer and Business Insights Group to help grow the company's businesses across the world. She reports to John Costello, Chief Global Marketing and Innovation Officer for Dunkin' Brands.

Fred Schlecht has also been promoted to Vice President, Talent Management, and he will now be responsible for leading and expanding Dunkin' Brands' talent management, recruiting, organizational development and human resources partnering efforts. He reports to Ginger Gregory, Chief Human Resources Officer for Dunkin' Brands.