

DUNKIN'™ DONUTS ANNOUNCES PLANS FOR THREE NEW RESTAURANTS THROUGHOUT WEST VIRGINIA WITH NEW FRANCHISE GROUP LITTLE GENERAL

CANTON, MA (April 4, 2013) – [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, announced today the signing of a multi-unit store development agreement with new franchise group, Little General, for three new restaurants throughout West Virginia. The first restaurant is planned to open in 2014 and the remainder by 2018. Little General is currently prospecting additional development areas to continue to expand the brand throughout West Virginia.

Little General has an extensive background in operating more than 60 quick-service restaurant concepts throughout West Virginia and owns more than 80 gas and convenience operations. Together, this team will manage and oversee the company's daily operations for each new Dunkin' Donuts restaurant.

"We are excited to expand Dunkin' Donuts' presence throughout West Virginia and play an important role in the daily lives of people who live, work and visit here," said Greg Darby, Dunkin' Donuts franchisee. "We have a passion and loyalty for the brand and look forward to the opening of our Dunkin' Donuts restaurants in the years to come."

Dunkin' Donuts' development throughout these communities and towns is part of the Company's goal to double the number of Dunkin' restaurants in the U.S. over the next 20 years. In support of this goal, Dunkin' Donuts has tailored development approaches designed to suit the growth opportunities and consumer needs of individual markets.

Franchise opportunities are still available in West Virginia in Charleston and Huntington. To drive its expansion efforts, Dunkin' Donuts has aligned its strategy to support the growth opportunities and consumer needs of individual markets. As a result, the company continues to expand with single and multi-unit opportunities with no minimum unit requirements.

Building a solid network of stores within a market enables Dunkin' Donuts to invest in a distribution model that provides consistent, high-quality products that guests expect. In an effort to keep the brand fresh and competitive, Dunkin' Donuts offers flexible concepts for any real estate format including free-standing restaurants, end caps, in-line sites, gas and convenience, travel plazas, universities, as well as other retail environments.

"Our secret to success is our passionate franchisees who provide a high-level of customer service to our guests every day," said Grant Benson, CFE, vice president of development, Dunkin' Brands, Inc. "We believe these new franchise partners will cultivate lasting customer relationships and become integral parts of their local communities."

Since the 1950s, Dunkin' Donuts has been a daily ritual for millions of people. For more than 60 years, Dunkin' Donuts has offered delicious food, beverages, and friendly service at a great value. To best serve its guests, Dunkin' Donuts offers an all-day menu including iced coffee, flavored coffees, lattes, Dunkin' Donuts K-Cup® Packs, Coolatta® frozen drinks, muffins, bagels, breakfast sandwiches, and a DDSMART® menu featuring better-for-you items.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).