

## BASKIN-ROBBINS UNVEILS NEW DEVELOPMENT INCENTIVES FOR 2014

- New Franchisees Pay 0% Royalties in Year One & Get 50% off the Initial Franchise Fee -

CANTON, MA (Jan. 15, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced today its 2014 National Development Incentives, offering new franchisees and military veterans financial discounts on royalties and on initial franchise fees. Available through the end of the year, these special incentives are part of Baskin-Robbins' plans to attract new franchisee candidates for growth markets around the country.

"Building on the momentum of 2013, Baskin-Robbins has rolled out development incentives that deliver great value to entrepreneurs interested in joining a very well-established brand with a rich heritage and a loyal customer following," said Bill Mitchell, President, Baskin-Robbins U.S. and Canada, and Dunkin' Donuts & Baskin-Robbins China, Japan and Korea. "We've built upon last year's incentive program after gathering feedback from franchisees and have focused on the development incentives that matter most to them."

In 2014, new qualified Baskin-Robbins franchisees can take advantage of significant offers, including 50% off of the 20-year initial franchise fee -- a \$12,500 value -- and reduced royalties for the first five years, including the first year at 0% -- a substantial savings from the standard royalty rate of 5.9%.\* Furthermore, if the new franchisee signs a multi-unit agreement in 2014, he or she will receive the same incentives for each additional unit that is timely opened.

Special incentives are available for the nation's military servicemen and women interested in owning a Baskin-Robbins franchise. For honorably discharged military veterans who sign an agreement in 2014 and timely develop their shops before the end of 2015, Baskin-Robbins will waive the 20-year initial franchise fee (a \$25,000 value) for their first restaurant and offer a 0% royalty rate for the first two years and a reduced royalty rate for years three through five. If a military veteran signs a multi-unit agreement, he or she will be extended a 20% discount on the 20-year initial franchise fee for up to four additional shops that are timely opened, as well as a 10-year payment plan.\*

"Having previously served as a U.S. Army Officer myself, I am proud that we as a company are able to provide deep incentives to our nation's military heroes," said Mitchell, a retired U.S. Army Captain. "Over the years, we have found that the leadership skills and training our military veterans obtain during their service translates well to a franchise like Baskin-Robbins, which is built around established operational processes and systems."

With a business system that combines delicious treats with a simple operating model, Baskin-Robbins continues to attract entrepreneurs in target markets throughout California, Florida and other major markets throughout the U.S. For more information about the current development incentives available, Baskin-Robbins is hosting a live webinar on Wednesday, Jan. 22 at 6 p.m. EST. To register and learn more about franchising opportunities, please visit <http://franchisingevents.dunkinbrands.com>.

In 1945, Baskin-Robbins was founded by two ice cream enthusiasts who shared a dream to create an innovative ice cream shop that would be a neighborhood gathering place for families. Today, over 300 million people visit Baskin-Robbins each year to sample from the more than 1,000 flavor creations available in its ice cream library. Baskin-Robbins offers guests its wide range of hard scoop ice cream flavors, along with custom ice cream cakes, delicious frozen beverages, premium soft serve and take home frozen treats.

\* For details, please see the Baskin-Robbins Franchise Disclosure Document.