

DUNKIN'™ DONUTS SEEKS FRANCHISE CANDIDATES IN FLINT, LANSING AND TRAVERSE CITY

CANTON, MA (Oct. 15, 2014) –With more than 60 open and operating Dunkin' Donuts restaurants located throughout Michigan, and more than 40 additional restaurants planned to open in the state over the next several years, [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, continues to recruit franchise candidates with an emphasis on Flint, Lansing and Traverse City.

Candidates interested in growing the brand in these territories can contact Shawn Caric at dunkinfranchising@dunkinbrands.com to learn more. Also, an Informational Franchising Webinar will be held on Thursday, October 23 from 3 p.m. to 4 p.m. (EDT). Visit <http://franchisingevents.dunkinbrands.com> to register and learn more about the unique business opportunity Dunkin' Donuts offers.

As one of the fastest growing quick service restaurant (QSR) brands based on unit growth, Dunkin' Donuts continues to strategically expand in contiguous markets across the country with a long-term goal of having more than 15,000 Dunkin' Donuts restaurants in the United States alone. To help fuel growth in Michigan, special development incentives are available, which include reduced royalty fees for four years and up to \$10,000 in local store marketing for stores that meet certain goals*.

"Dunkin' Donuts is looking for qualified candidates with foodservice, operations and real estate experience to join our team and grow the brand in Flint, Lansing and Traverse City," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "By joining our team, franchisees become part of a nationally established brand that has been in existence for over 60 years, has 95 percent brand recognition in the U.S., a multi-million dollar national advertising fund, world-class training and ongoing support, among many other benefits."

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.

Dunkin' Donuts' new look includes four distinct restaurant design options for franchisees, each featuring variations in layout, color schemes, graphics, textures, furniture and/or lighting. The designs enhance the current restaurant appearance, environment and layout to serve people all day long. Unlike other quick-service restaurants, Dunkin' Donuts allows franchisees to select individual elements from any of the four options, creating a restaurant design that reflects their personal tastes and preferences, and best serves their specific restaurant size and location.

Since the 1950s, Dunkin' Donuts has been a daily ritual for millions of people and has offered guests delicious food, beverages and friendly service at a great value. Dunkin' Donuts offerings include hot and iced coffee, flavored coffees, lattes, hot and iced tea, Dunkin' Donuts K-Cup® Packs, Coolatta® frozen drinks, donuts, muffins, bagels, breakfast and bakery sandwiches, and a DDSMART® menu featuring better-for-you items.

For information on franchise opportunities or to attend an upcoming webinar, please visit www.dunkinfranchising.com.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for eight years running. The company has nearly 11,000 restaurants in 33 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

*Details available in the Dunkin' Donuts Franchise Disclosure Document