BASKIN-ROBBINS SEEKS FRANCHISEES IN SOUTHERN CALIFORNIA FOR NEW & EXISTING ICE CREAM SHOPS IN SAN DIEGO AND LOS ANGELES

CANTON, MA (Jan. 13, 2014) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, is seeking entrepreneurs in Southern California who would like the exclusive scoop on how to own their very own Baskin-Robbins franchise. The brand is currently seeking qualified candidates who are interested in owning and operating a new or existing ice cream shop in the San Diego and Los Angeles areas.

Baskin-Robbins is exhibiting at the National Franchise & Business Opportunities Show in San Diego and will host a free seminar on Saturday, Jan. 24 from 5 to 6 p.m. at the Del Mar Fairgrounds in the Veranda Room, which is located on the second floor. Attendees will meet key business development team members from Baskin-Robbins and learn about the benefits of joining the Baskin-Robbins brand. They will also learn about the process to buy and review existing restaurants and new territories available in the San Diego and Los Angeles markets.

To register for the seminar, visit http://franchisingevents.dunkinbrands.com. As a bonus, all registered attendees will receive an email with FREE admission to the National Franchise & Business Opportunities Show in San Diego all weekend (Jan. 24th and 25th).

If interested parties are unable to attend the show or seminar, Baskin-Robbins will be hosting a free online Franchising 101 webinar on Tuesday, Jan. 20th at 12 p.m. PST, as well as a Baskin-Robbins franchising webinar on Thursday, Jan. 22nd at 12 p.m. PST for interested individuals to learn about buying a store for sale in the U.S. Register for either webinar and view more upcoming events at http://franchisingevents.dunkinbrands.com. For additional information about franchising a Baskin-Robbins in Southern California, contact Julie Price atjulie.price@dunkinbrands.com or Dick Austin at dick.austin@dunkinbrands.com.

"Owning a Baskin-Robbins shop can be a fun and rewarding new business opportunity," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "As our brand continues to grow, we are looking for entrepreneurs in Southern California with a passion for their local communities and strong financial backgrounds to own their very own ice cream shop in the San Diego or Los Angeles markets."

Baskin-Robbins combines delicious treats with a straightforward operating model. Franchisees enjoy convenient hours of operation, minimal equipment and little product waste. They also benefit from award-winning training programs and comprehensive operating systems designed to help build business.

Baskin-Robbins celebrates its 70th birthday this year as it was founded in 1945 by two ice cream enthusiasts 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 from the more than 1,200 flavor creations available in its ice cream library, as well as enjoy its full array of frozen treats including ice cream cakes, frozen beverages and sundaes.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 36th annual Franchise 500® ranking in 2015, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream and soft serve, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,400 retail shops in over 45 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,200 ice cream flavors and a wide variety of delicious treats. In 2013, more than 13 million ice cream cakes were sold in Baskin-Robbins shops worldwide. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For further information, visit www.BaskinRobbins.com.