

DUNKIN'™ DONUTS ANNOUNCES PLANS FOR FIVE NEW RESTAURANTS IN NEW ORLEANS, LOUISIANA WITH EXISTING FRANCHISE GROUP, PANAMA CITY DONUT NETWORK, LLC

- Leading Coffee and Bakery Chain Seeks Franchisee Candidates in Lafayette, Lake Charles and Monroe -

CANTON, MA (Feb. 2, 2016) –[Dunkin' Donuts](http://www.dunkin.com), America's all-day, everyday stop for coffee and baked goods, announced today the signing of a multi-unit store development agreement with existing franchise group, Panama City Donuts, LLC, to develop five new restaurants in New Orleans, Louisiana. The first restaurant under the agreement is planned to open in 2017.

Led by Vik Patel, this team will manage and oversee the operations for each Dunkin' Donuts restaurant. In August 2015, he signed an agreement to develop two new restaurants in Baton Rouge. Patel, a franchisee with Dunkin' Donuts for ten years, currently operates 31 restaurants in Florida, two in Alabama and three in Louisiana. With this agreement, the group also purchased two existing restaurants in New Orleans.

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

Franchise opportunities remain available in Lafayette, Lake Charles and Monroe, Louisiana, as well as other states across the Southeast including Alabama, Arkansas, Mississippi and Tennessee. To help fuel additional growth in the market, special development incentives are available which include reduced royalty fees for three years and up to \$5,000 in local store marketing support for timely openings.*

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 enthusiastic and dedicated franchisees contribute to our brand's growth, which has helped solidify our position as one of the fastest growing brands by unit count in the quick-service restaurant industry," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "We are thrilled that Vik and his team have chosen to expand in the Louisiana market, and know these new restaurants they are developing will satisfy a growing consumer demand in the New Orleans community."

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 coffee, iced coffee, flavored coffees, lattes, macchiato, espresso, cappuccino, Dunkin' Donuts K-Cup® pods, Coolatta® frozen drinks, donuts, muffins, bagels, breakfast and bakery 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).

*Details available in the Dunkin' Donuts Franchise Disclosure Document

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 nine years running. The company has more than 11,500 restaurants in 40 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.