BASKIN-ROBBINS CONTINUES ITS EXPANSION IN THE LOS ANGELES AND SAN DIEGO AREAS WITH DEVELOPMENT COMMITMENTS FROM BOTH NEW AND EXISTING FRANCHISEES

-Brand Also Seeks Operator for Turn-key Franchise Opportunity Available in San Diego Region-

CANTON, MA (Jan. XX, 2016) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, announced today the signing of store development agreements with two franchise groups to develop three new ice cream shops in Banning and Temecula, Calif., over the next few years. Currently, there are more than 450 Baskin-Robbins shops located throughout California and growing the brand here remains a priority for the company in 2016.

New franchise group M DB Enterprises, LLC, led by husband-and-wife team Hemant and Hemlatta Bhakta, plans to develop one new ice cream shop in Banning. Hemant previously held several positions with Baskin-Robbins before deciding to open his own ice cream shop with his wife and two children. The new Banning location is planned to open at the end of this year.

"In 1978, I fell in love with Baskin-Robbins when I first tasted the Strawberry Shortcake Sundae as a customer," said Hemant Bhatka, new Baskin-Robbins franchisee. "I've been a loyal guest ever since and chose to follow that passion in the early 90's and become a member of the team. I've held various positions with the beloved brand over the past 20 years, and now I'm delighted to be opening a Baskin-Robbins ice cream shop of my own in Banning."

Gary and Maria Yarbrough, existing Baskin-Robbins franchisees since 2011 and longtime San Diego residents, plan to develop two new ice cream shops in Temecula. Gary and Maria currently own and operate a Baskin-Robbins in Chula Vista and are developing a second location in the area, which is slated to open in April. Their first ice cream shop in Temecula is planned to open in 2017, with the second location following in 2018.

"After experiencing significant growth with our Baskin-Robbins ice cream shops in Chula Vista, my wife and I knew it was time to expand our portfolio with two additional locations," said Gary Yarbrough, Baskin-Robbins franchisee. "We're looking forward to bringing the brand's fun and flavors to the local community in Temecula."

To fuel additional growth throughout the state, Baskin-Robbins recently launched a new development strategy offering turn-key opportunities to individuals interested in becoming franchisees, but with an easier start. Baskin-Robbins has plans to develop a new 1,000 sq ft shop in the proposed Breakwater Town Center in Imperial Beach and is currently seeking a local entrepreneur interested in owning this location. By purchasing a ready-to-operate shop like this one, a franchisee can avoid the site selection and development phase, which is one of the many benefits of this development strategy.

"Our secret to continued growth includes passionate franchisees who provide a high-level of customer service to our guests every day, and we are thrilled the Bhaktas and Yarbroughs will be expanding our brand in Southern California," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "As we continue to foster and grow our relationship with California ice cream lovers, we're looking for motivated entrepreneurs who have a passion for their local communities to join our team and take advantage of these new turn-key opportunities."

Baskin-Robbins Franchising Managers are eager to meet with qualified candidates interested in developing in the Los Angeles or San Diego areas. For additional information, visit the Baskin-Robbins franchising website or contact the Baskin-Robbins Franchising Team at franchiseinfo@baskinrobbins.com or 781-737-5530.

Baskin-Robbins combines delicious treats with a simple 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 their business.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 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 7,600 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,300 ice cream flavors and a wide variety of delicious treats. 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.