

BASKIN-ROBBINS CONTINUES ITS EXPANSION IN THE LOS ANGELES AREA WITH NEW MULTI-UNIT STORE DEVELOPMENT AGREEMENT AND TWO ADDITIONAL NEW SHOPS

- Largest Chain of Ice Cream Specialty Shops Hosts Franchising Seminars in Vista on Sept. 13 and Long Beach on Sept. 15 to Fuel Southern California Growth -

CANTON, MA (Sept. 8, 2016) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, announced today the signing of a multi-unit store development agreement with new franchisee Sharooz Setareh to develop three new ice cream shops in Santa Monica and Beverly Hills over the next few years. Currently, there are more than 460 Baskin-Robbins shops located throughout California and growing the brand here remains a priority for the company in 2016.

As a long-time Los Angeles resident, Sharooz brings a wealth of business management experience to Baskin-Robbins, having owned a beauty supply chain and clothing manufacturing company, which he still operates today. The first shop under this agreement opened in Santa Monica earlier this year. He plans on opening his second Baskin-Robbins shop in 2017, with the third location following in 2018.

"I've always wanted to be in the business of making people happy. I grew up enjoying Baskin-Robbins ice cream and never left without a smile on my face," said Sharooz Setareh, Baskin-Robbins franchisee. "When I was ready to add another brand to my portfolio, I looked for one that would allow me to bring that same smile to my customers. I learned about Baskin-Robbins' franchise opportunities from an old friend and multi-unit franchisee with the brand. I immediately signed on to develop three Baskin-Robbins shops and look forward to growing the brand throughout Los Angeles."

To fuel additional growth, Baskin-Robbins continues to offer simplified, turnkey development opportunities to prospective franchising candidates. The company has sold two of these ready-to-operate shops so far this year in California and has another turnkey opportunity available now in Vista. By purchasing a ready-to-operate shop like these, franchisees avoid the site selection and development phase, which is just one of the many benefits of this development strategy.

The first turnkey shop in Porterville was sold to existing franchisee Harpreet Gill and opened earlier this summer. The second shop in Imperial Beach was sold to new franchisee Alejandro Kochergan and is planned to open early next year.

"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 Sharooz, Harpreet and Alejandro 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 the brand's ownership opportunities and financial incentives, which include 50 percent off the initial franchise fee and free royalty for the store's first year."

In an effort to recruit motivated entrepreneurs to become franchisees with Baskin-Robbins, the brand will hold two seminars in September for prospective candidates: Firstly, a seminar in Vista to meet the Baskin-Robbins Business Development team and learn more about what it takes to own and operate a turnkey ice cream shop and, secondly, a seminar in Long Beach for candidates to hear more about traditional franchising opportunities.

Vista Franchising Seminar

What: Learn more about owning and operating a Baskin-Robbins ice cream shop in the Vista area

When: Tuesday, September 13 at 6 p.m.

Where: Hyatt Place 2645 S Melrose Dr., Vista

Register: <http://opportunities.dunkinfranchising.com/baskinrobbinsvista/>

Long Beach Franchising Seminar

What: Learn more about Baskin-Robbins franchising opportunities in the Long Beach area

When: Thursday, September 15 at 6 p.m.

Where: Sheraton Cerritos Hotel 12725 Center Ct Dr. S, Cerritos

Register: <http://opportunities.dunkinfranchising.com/longbeach/>

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.

For additional information on ownership opportunities, contact Baskin-Robbins Business Development Manager, Dick Austin at franchiseinfo@baskinrobbins.com or 781-737-5530.

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 7,700 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.