

BASKIN-ROBBINS UNVEILS PLANS FOR STRATEGIC EVOLUTION OF PACIFIC NORTHWEST REGION

- Largest Ice Cream Specialty Shop Seeks New Generation of Franchisees in Oregon and Washington; Brand Hosts Webinars Featuring New and Existing Development Opportunities Available, Sept. 20 and 27-

CANTON, MA (Aug. 7, 2016) - [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today announced a new initiative to reinvigorate and restore growth in the Pacific Northwest, and attract a new generation of franchisees to join the 71-year-old brand. As the sole franchisor and exclusive developer in the region, the company is fully committed to supporting the Pacific Northwest's 150 plus shops by working directly with franchisees to remodel existing locations and elevate the brand's image via national promotions and the addition of new ice cream flavors. In an effort to help drive long-term expansion, franchise opportunities to develop new shops or purchase existing shops for sale are also available.

Currently, 30 stores are on track to be remodeled by the end of the year to include the newest store design, which puts the ice cream front and center, combining fun, modern visual elements with the brand's rich history of product innovation, with more planned for 2017. Franchisees who remodel their location are awarded a free franchise term as an incentive to bring their store up to the current look.

"Baskin-Robbins has taken the pledge to evolve our existing locations throughout the Pacific Northwest into shops that embody and reflect the brand's core pillars - heritage, hospitality and happiness. We launched this initiative to not only ensure every shop reflects our fun personality but also communicate the right message to our consumers, while offering them previously unavailable products and promotions," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands. "As our brand continues to develop, various franchise opportunities are also available for local entrepreneurs who have a passion for their local communities and are interested in working with us to reinvigorate Baskin-Robbins throughout Washington, Oregon, Idaho and Montana."

Candidates who may not be interested in starting from the ground up but have a drive for local store marketing and an understanding of brand-building within the community can take advantage of the 30 existing shops for sale in Everett, Portland, Puyallup, Richland and Seattle. Buying an existing shop can offer established sales, staff, systems and community presence offering more of a turnkey solution for first-time business owners.

"When I was in middle school, my mother owned a Baskin-Robbins shop in Great Falls, Montana, and ice cream scooping was my very first job. More than 18 years later, the opportunity arose to purchase the very same shop my mother previously owned and I couldn't pass it up", said Ashley Davidson, Baskin-Robbins franchisee. "I reopened the shop this June and since debuting a fresh, modern new store design have seen an uptick in sales. I am lucky to be able to do the work that I love with guidance and support from the corporate team and highly recommend joining a brand that has a strong reputation and a passionate following from consumers nationwide, such as Baskin-Robbins."

For interested individuals to learn about buying a store for sale in the Pacific Northwest region, Baskin-Robbins will be hosting free online webinars on Tuesday, Sept. 20 and Tuesday, Sept. 27 from 9 p.m. to 10 p.m. (EDT). Candidates who have ever thought about owning his or her own business should consider tuning in to the webinars to learn more about the unique opportunity Baskin-Robbins can offer. To register for either event, visit <http://franchisingevents.dunkinbrands.com/>. Unprecedented incentives are also still available for new franchisees.*

Ideal franchise candidates should meet our financial qualifications, have a passion for their local communities, a dedication to operational excellence and, of course, a love for ice cream. Baskin-Robbins has created these specific criteria to make certain its franchisee partners and the brand can be successful. The company shares a common objective with its franchisees, which focuses on maximizing a territory's sales and building a strong brand identity in this increasingly challenging economy.

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 and to apply, visit the [Baskin-Robbins franchising website](#) or contact the Baskin-Robbins Franchising Team at franchiseinfo@baskinrobbins.com or 781-737-5530.

*See the Baskin-Robbins Franchise Disclosure Document for full details.

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.