



**DUNKIN' BRANDS NAMES GLOBAL BRAND LEADERS FOR
DUNKIN' DONUTS AND BASKIN-ROBBINS**

***New Structure to Enable Accelerated Global Expansion of
Dunkin' Donuts and Baskin-Robbins Brands***

CANTON, MA (January 16, 2008) – Dunkin' Brands, Inc. today announced a realignment of its organizational structure by combining the U.S. and international teams for its Dunkin' Donuts and Baskin-Robbins brands. Previously, U.S. and international operations were under separate leadership. The company named two of its long-time executives to lead each brand.

Jon Luther, Dunkin' Brands Chairman & Chief Executive Officer, commented, "As part of our new and enhanced focus to build on our past and current success within both Dunkin' Donuts and Baskin-Robbins, we are strengthening alignment across our global brands. This new alignment will result in a flatter and more streamlined organizational structure, while enhancing our ability to share innovations and best practices around the world. I am delighted to name two of our top and most respected executives to these critical new roles."

Will Kussell, 49, was named President & Chief Brand Officer for Dunkin' Donuts Worldwide, the largest brand in terms of sales, units and growth potential for Dunkin' Brands. He formerly was Dunkin' Brands Chief Operating Officer, a position that has been eliminated due to the realignment. In his new role, he will have complete responsibility for all domestic and international components of the Dunkin' Donuts brand. Kussell has been with Dunkin' Brands since 1994 in roles of increasing responsibility.

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“I am extremely confident that Will’s brand expertise, leadership ability and strong relationship with franchisees and licensees will lead Dunkin’ Donuts to unprecedented worldwide growth in 2008 and beyond. He will continue to report to me and also remain a member of the Dunkin’ Brands Board of Directors,” said Mr. Luther.

Robert Rodriguez, President of Dunkin’ Donuts U.S., was offered an opportunity to stay with the company, but he chose to leave to pursue other interests. “Robert is a person of unquestioned character and integrity, and he has truly exemplified the core values for which our company stands and he will be missed. I am very appreciative of Robert’s leadership and numerous contributions as President of Dunkin’ Donuts U.S. and prior to that, as Brand Officer of Togo’s,” said Mr. Luther

Srinivas Kumar, 45, previously Vice President of International (Americas, Canada, Middle East & Europe) for Dunkin’ Brands, will now assume the position of Chief Brand Officer, Baskin-Robbins Worldwide. Similar to Kussell, he will have complete responsibility for the Baskin-Robbins brand globally. Kumar, a nine-year veteran of Dunkin’ Brands, has played a key role in successfully revitalizing and expanding the company’s international business during his tenure.

“Under Srinivas’s passionate and results-driven leadership, Baskin-Robbins is now positioned for continued worldwide growth. Srinivas will report to me,” continued Mr. Luther.

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Mr. Luther concluded, "Our company has been on quite an exciting and rewarding journey these past five years. We have achieved strong growth by creating high-performance teams, and I am confident this realignment further positions Dunkin' Donuts and Baskin-Robbins for accelerated worldwide expansion."

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About Dunkin' Brands

With more than 13,000 franchises in 50 countries worldwide, Dunkin' Brands, Inc. is renowned for its leadership in the quick quality category. At the end of 2006, there were 7,293 Dunkin' Donuts franchised restaurants and 5,838 Baskin-Robbins franchised restaurants and the company had system-wide sales of approximately \$6.4 billion. Dunkin' Brands, Inc. is headquartered in Canton, Massachusetts. For more information, visit www.dunkinbrands.com.

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