

## BASKIN-ROBBINS KICKS OFF 2013 WITH A BUY ONE GET ONE FREE TWO-SCOOP SUNDAE OFFER

CANTON, Mass. (January 15, 2013) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is kicking off the New Year with a weekly Buy One Get One Free Two-Scoop Sundae offer at participating Baskin-Robbins shops nationwide. Beginning tomorrow and continuing every Wednesday through the end of March, guests who purchase a "Build Your Own" Two-Scoop Sundae will receive another Two-Scoop Sundae of equal or lesser value for free.\* Baskin-Robbins locations in the New York metro area will feature the Buy One Get One Free Sundae offer every Tuesday instead.

Guests can create their own Two-Scoop Sundae by choosing from Baskin-Robbins' wide variety of ice cream flavors, including classics like Mint Chocolate Chip, Very Berry Strawberry, Pralines 'n Cream and Jamoca® Almond Fudge, as well as more recent favorites like January's Flavor of the Month, Berry Passionate Frozen Yogurt.

"We're celebrating the new year with a special offer that allows our guests to have double the fun with one of America's favorite treats – the ice cream sundae," said Dan Wheeler, Vice President of U.S. Brand and Field Marketing for Baskin-Robbins. "With our Buy One Get One Free Two-Scoop Sundae offer, guests can customize an ice cream sundae of their own with our wide assortment of delicious ice cream flavors and toppings, and share another sundae with their friends and family."

Baskin-Robbins' classic Two-Scoop Sundae includes two scoops of a guest's favorite ice cream topped with caramel, hot fudge or strawberry topping and finished with a dollop of whipped cream, nuts and a cherry. Last year, Baskin-Robbins served more than 29 million ice cream sundaes at its restaurants around the world.

For more information about Baskin-Robbins and its wide variety of ice cream flavors and frozen treats, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins)) or on Twitter ([www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins)).

\* This offer excludes Three-Scoop Sundaes, Banana Splits, Layered Sundaes, Junior Sundaes, Soft Serve Parfaits, Banana Royales and Brownie Sundaes. See store for details.

### About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, 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 nearly 7,000 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 1,000 ice cream flavors and a wide variety of delicious treats. For the full-year 2011, Baskin-Robbins' shops had global franchisee-reported sales of approximately \$1.8 billion. 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](http://www.BaskinRobbins.com).