BASKIN-ROBBINS SIGNS MASTER FRANCHISING AGREEMENT TO DEVELOP IN VIETNAM

CANTON, MA (Jan. 5, 2012) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, today announced that the company has signed a master franchise agreement with Blue Star Food Corporation, a Vietnamese food manufacturing company, to develop the brand in Vietnam. The agreement calls for approximately 50 Baskin-Robbins restaurants to be opened in that country over the next several years. The first three stores under the agreement open this week in Ho Chi Minh City.

This past July, Baskin-Robbins celebrated the opening of its 4,000th location outside the United States with its first shop in Singapore. With the opening in Vietnam, Baskin-Robbins now has over 6,600 locations in nearly 50 countries.

"Baskin-Robbins is a beloved brand both in the United States and around the world, with an established history of successful international growth," said Nigel Travis, CEO of Dunkin' Brands. "We are delighted to be opening shops in Vietnam with Blue Star Food Corporation, an eminently qualified and respected food manufacturing company with strong community ties. We look forward to supporting them as they bring Baskin-Robbins ice cream and frozen desserts to customers throughout Vietnam."

The new, three-story restaurant in Ho Chi Minh City features Baskin-Robbins' new international store design, which includes relaxing lounge-style seating, iconic "pink spoon" door handles and textured walls reminiscent of Baskin-Robbins waffle cones, an expanded topping station, interactive LCD menu displays and improved dessert displays for modeling ice cream cakes and sundaes. The shop's official grand opening will be celebrated with much fanfare, including a ceremony complete with local dignitaries and a ribbon cutting.

In addition to the shop's new look and feel, Baskin-Robbins will also adapt its menu to the Vietnamese palate. The brand will offer traditional American favorites like Mint Chocolate Chip and Jamoca® Almond Fudge, while also offering traditional Southeast Asian flavors, including Green Tea and Mango Mania.

To commemorate the opening of Baskin-Robbins' first Vietnam location, Paul Reynish, Chief Marketing Officer, Dunkin' Brands International, and John Varghese, Vice President, Baskin-Robbins International Operations, have traveled to Vietnam to take part in the grand opening ceremony.

"Baskin-Robbins is one of the world's most respected brands," said Nguyen Thanh Nam, General Director, Blue Star Food Corporation. "We are proud to represent Baskin-Robbins in Vietnam and look forward to bringing Baskin-Robbins' world class ice cream, cakes and treats, along with the fun and great value associated with the company, to people throughout the country."

For more information about Baskin-Robbins, please visit www.baskinrobbins.com or follow us on Facebook (www.facebook.com/baskinrobbins) and Twitter (www.twitter.com/baskinrobbins).

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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 ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,600 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 1,000 ice cream flavors and a wide variety of delicious treats. Based in Canton, Mass., Baskin-Robbins is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit www.baskinrobbins.com.

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