BASKIN-ROBBINS LAUNCHES NEW SHERBET FLAVORED BARS AS ITS FIRST FREEZER BAR TREAT AVAILABLE IN MAJOR RETAILERS NATIONWIDE

Partners with Jel Sert to Bring New Freezer Bar Treat to Major Retailers Nationwide in Two Classic Baskin-Robbins Flavors – Rainbow Sherbet and Rock 'N Pop Swirl

CANTON, Mass. (May 14, 2013) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, today announced the launch of a new line of shelf stable sherbet flavored freezer bars which are rolling out at major national retailers this spring. Baskin-Robbins' Sherbet Flavored Freezer Bars are the first freezer bar treat from Baskin-Robbins that guests can conveniently purchase at participating supermarkets and drug stores nationwide. The company has partnered with Jel Sert, a leader in freezer bars, on the roll out of this new product as part of a licensing agreement.

"We are thrilled to bring the Baskin-Robbins brand to major retailers nationwide with the launch of our new Sherbet Flavored Freezer Bars," said John Fassak, Vice President of Business Development for Dunkin' Brands. "We look forward to introducing the Baskin-Robbins brand to even more people across the U.S. and giving our existing guests yet another way to enjoy our wide array of ice cream flavors and frozen treats."

Each treat delivers two flavors in one freezer bar as a result of Jel Sert's patented technology. Each box has 12 Sherbet Flavored Freezer Bars which are available in two classic flavors – Rock 'N Pop Swirl, a combination of grape and green apple flavors side-by-side; and Rainbow Sherbet, a combination of orange and raspberry flavors side-by-side. The freezer bars are shelf-stable and meant to be frozen at home.

"At Baskin-Robbins, we are committed to product innovation and surprising our guests with delicious new creations that they can enjoy at our restaurants or at home," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Product Innovation at Dunkin' Brands. "Our Sherbet Flavored Freezer Bars are a new twist on two of our classic flavors and we're so excited to introduce them to ice cream lovers nationwide."

Baskin-Robbins' Sherbet Flavored Freezer Bars will be available only at participating supermarkets and drug stores nationwide and have a suggested retail price of $2.99 to $3.49. Baskin-Robbins is partnering with Jel Sert on the distribution of its new Sherbet Flavored Freezer Bars. Jel Sert, founded in 1926, is a leader in freezer bars, drink mixes, beverages and dessert mixes, offering a number of iconic brands, now including Baskin-Robbins, at retailers nationwide.

For more information about Baskin-Robbins' frozen treats and its Sherbet Flavored Freezer Bars, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins). For more information about Jel Sert, please visit www.jelsert.com.

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 more than 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 2012, Baskin-Robbins' shops had global franchisee-reported sales of approximately $1.9 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.

About The Jel Sert Company

The Jel Sert Company, based in West Chicago, Ill., is a manufacturer, marketer and distributor of a variety of well-known food and beverage products. The company's proprietary brands include Wyler's®, Wyler's Light®, Pop Ice®, Flavor-Aid®, Fla-Vor-Ice®, Royal®, My*T*Fine®, Otter Pops® and Mondo®, among others. Jel Sert is also active in licensing and contract manufacturing with some of the premier brands and companies in the food, beverage and health and wellness industries. Jel Sert has been privately held since its founding in 1926. For more information on The Jel Sert Company, go to www.jelsert.com.