# BASKIN-ROBBINS CELEBRATES NATIONAL ICE CREAM MONTH WITH FREE WAFFLE CONE OFFER AND 31% OFF ALL SUNDAES ON JULY 31ST

Baskin-Robbins introduces lineup of OREO® cookie-themed frozen treats including its

July Flavor of the Month, OREO® 'n Cake

Also kicks off Community Cones$^{SM}$ Paper Icon Program to benefit

The Dunkin' Donuts & Baskin-Robbins Community Foundation

CANTON, Mass. (July 1, 2015) – July is National Ice Cream Month and Baskin-Robbins, the world's largest chain of ice cream specialty shops, is celebrating all month long by treating guests to fun special offers, introducing a delicious lineup of OREO® cookie-themed frozen treats, and providing guests with a sweet way to give back to their local communities.

Throughout the month of July, Baskin-Robbins guests can upgrade their double scoop of ice cream with a free freshly-baked waffle cone. Additionally, Baskin-Robbins is continuing to celebrate its 70$^{th}$ birthday with its "Celebrate 31" promotion on Friday, July 31$^{st}$. To put the cherry on top of National Ice Cream Month, for one day only on July 31$^{st}$ ice cream lovers can enjoy 31% off of all ice cream sundaes at participating Baskin-Robbins locations nationwide. Guests can choose from Baskin-Robbins' full range of ice cream sundaes, including Classic Two-Scoop Sundaes, Brownie Sundaes, Banana Royale Sundaes, Classic Banana Splits and Layered Sundaes.*

Baskin-Robbins is also featuring OREO® 'n Cake as its July Flavor of the Month. This delicious flavor is a sweet combination of cake-flavored ice cream and OREO® cookie pieces swirled with a chocolate cake batter flavored ribbon. The Flavor of the Month can also be enjoyed in a milkshake and a layered sundae.

Additional OREO® cookie-themed frozen treats available at participating Baskin-Robbins shops this month include:

New OREO® Cream Delight Cookie Cake: This elegant creation features a cream palette with a textured, combed side, complemented by a white dipping chocolate drizzled edge, OREO® cookies on top and a fudge border. This cake serves 12-16 people.

New OREO® Cream Delight Cookie Roll Cake: Featuring the same look and feel as the OREO® Cream Delight Cookie Cake, this roll cake is a smaller portion which serves 6-8 people.

- OREO® Ice Cream Cookie Sandwiches: This delicious frozen treat features a guest's favorite Baskin-Robbins ice cream flavor sandwiched between two 3-inch OREO® Cookie Wafers.

"We always look forward to celebrating National Ice Cream Month with our guests, and it's especially sweet this year during Baskin-Robbins' 70$^{th}$ birthday celebration," said Carol Austin, Vice President, Marketing, Baskin-Robbins. "We're excited to offer guests so many different ways to celebrate all-month long, from sweet deals like our waffle cone offer and 'Celebrate 31' promotion to our 'Community Cones' fundraiser for The Dunkin' Donuts & Baskin-Robbins Community Foundation to further support the communities we serve."

In order to further support the neighborhoods it serves, Baskin-Robbins is inviting guests to donate $1.00 to The Dunkin' Donuts & Baskin-Robbins Community Foundation (DDBRCF) throughout National Ice Cream Month as part of its Community Cones program. Proceeds from the fundraiser will be granted to local and national non-profit organizations that support efforts to improve children's health, provide food for the hungry and enhance neighborhood safety. Guests who make an in-store donation at participating locations will be given a paper icon in the shape of a cone to personalize and showcase on the walls of their neighborhood Baskin-Robbins shop. In appreciation of the donation, guests will also receive coupons with in-store offers that can be used during their next visit.

For more information about Baskin-Robbins' wide variety of ice cream flavors and frozen desserts, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins), Twitter (www.twitter.com/BaskinRobbins) or Pinterest (www.pinterest.com/baskinrobbins31). Additionally, Baskin-Robbins' lineup of OREO® Cream Delight ice cream cakes can be ordered in-store or online at www.baskinrobbins.com/onlineordering.

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*The “Celebrate 31” ice cream sundae offer is valid on Friday, July 31st. Participation may vary. Cannot be combined with other offers.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 36th annual Franchise 500(r) ranking in 2014, 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 7,500 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 1,200 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.

About The Dunkin’ Donuts & Baskin-Robbins Community Foundation

The mission of The Dunkin’ Donuts & Baskin-Robbins Community Foundation (DDBRCF) is to serve its neighborhoods by taking care of their basic needs: hunger, children’s health and safety. The DDBRCF brings together a wide network of stakeholders, including franchisees, crew members and employees to serve their local communities. Launched in 2006, The DDBRCF has granted more than $8 million to local charities.