

BASKIN-ROBBINS HITS A HOME RUN THIS SUMMER WITH COLLECTIBLE MAJOR LEAGUE BASEBALL MINI-HELMET SUNDAES

CANTON, Mass. (June 21, 2010) – Batter up! Baskin-Robbins and Aquafina®, an official sponsor of Major League Baseball™, team up to hit a home run this summer by offering exclusive, collectible MLB® mini-helmets with the purchase of a 20 oz. Aquafina bottled water and a two-scoop Baskin-Robbins sundae. For a limited time, beginning this week through September 27, ice cream and baseball enthusiasts can collect all 30 Major League Baseball team's Mini-Helmets.

With this partnership, Baskin-Robbins and Aquafina are making summer fun, nostalgic and refreshing. When ice cream and baseball fans purchase a bottle of Aquafina water and a two-scoop sundae, they can select a free MLB Mini-Helmet of their choice. Fans can collect all 30 MLB Mini-Helmets or show their local team spirit each and every time.

"Summertime is all about ice cream and baseball," said Srinivas Kumar, Chief Brand Officer for Baskin-Robbins Worldwide. "Together with Aquafina we hope to offer ice cream fans around the country a fun way to enjoy America's favorite pastime with an opportunity to cool down while the baseball season heats up."

Sundae enthusiasts can select from multiple sundae options: a two-scoop sundae covered in hot fudge, caramel or strawberry topping, whipped cream, almonds and a cherry, or soft serve swirls covered in color-changing Magic Sprinkles. Continuing with the baseball theme, the Baskin-Robbins June Flavor of the Month is Baseball Nut, a smooth, vanilla flavored ice cream swirled with a black raspberry ribbon and loaded with cashews.

For regular updates on the Baseball Mini-Helmet Sundaes and other Baskin-Robbins promotions, please visit the Baskin-Robbins Facebook page at www.facebook.com/BaskinRobbins or follow the brand on Twitter at www.twitter.com/BaskinRobbins.

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 6,000 retail shops in 33 countries. Baskin-Robbins was founded 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. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com.