

BASKIN-ROBBINS ANNOUNCES WINNER OF ITS SECOND ANNUAL ONLINE FLAVOR CREATION CONTEST

CANTON, Mass. (February 7, 2012) – Thousands of ice cream enthusiasts throughout the country competed to be named the winner of [Baskin-Robbins'](#) Second Annual Online Flavor Creation Contest. After tallying the online votes, Baskin-Robbins today announced that Kelsey Lien of Santa Clarita, California has won the Online Flavor Creation Contest with her innovative ice cream submission, "Nutty Cream Cheese Brownie."

"Nutty Cream Cheese Brownie," the November 2012 Flavor of the Month, is a flavorful combination of chocolate fudge ice cream swirled with a cream cheese ribbon, combined with walnuts and fudge brownie pieces. To celebrate her winning flavor, Kelsey visited Baskin-Robbins' corporate headquarters in Canton, Massachusetts on January 31, where she worked alongside the Baskin-Robbins' culinary team to create the very first batch of her new flavor.

"On behalf of everyone at Baskin-Robbins, we are happy to congratulate Kelsey Lien on creating such a fun and delicious new ice cream flavor," said Dan Wheeler, Baskin-Robbins U.S. Vice President of Brand and Field Marketing. "This year, we received an incredible number of inspired Online Flavor Creation Contest submissions and we are thrilled to see so many ice cream fans getting involved in not only entering the contest, but also participating in the voting process."

"All of the flavors created sounded delicious, which makes being chosen as the contest winner even more of an honor," said Kelsey Lien, a student at University of California, Irvine, whose area of study is economics and public health. "'Nutty Cream Cheese Brownie' was inspired by my love of baking and is meant to bring family, friends and loved ones together to enjoy a modern twist on the traditional brownie. I'm very excited to share my flavor creation with ice cream lovers everywhere when it debuts this November in Baskin-Robbins stores nationwide."

The Online Flavor Creation Contest began in October 2011 and asked consumers to mix and match their own ingredients to create a signature ice cream flavor from 31 base flavors, a variety of ribbons such as fudge and peanut butter and a copious amount of mix-ins including candy pieces and cookies. Ice cream fans voted for their top 10 favorite flavors and chose the winning flavor, "Nutty Cream Cheese Brownie." For more information on the contest, please visit <http://baskinrobbins.com/flavorcontest/>.

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. Headquartered in Canton, Mass., Baskin-Robbins is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For further information, visit www.baskinrobbins.com.

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