BASKIN-ROBBINS CELEBRATES 70 YEARS OF DELICIOUS FLAVORS WITH NATIONWIDE â€œCELEBRATE 31â€■ PROMOTION KICKING OFF ON MARCH 31ST

Guests are invited to enjoy discounted $1.31 ice cream scoops and $3.31 Classic Two-Scoop Sundaes on Tuesday, March 31st at participating Baskin-Robbins shops nationwide

CANTON, Mass. (March 23, 2015) – Baskin-Robbins, the world's largest chain of ice cream specialty shops, today announced the kick-off of a festive "Celebrate 31" promotion to help celebrate the brand's 70th birthday throughout the year. On Tuesday, March 31st at participating Baskin-Robbins locations nationwide, guests can enjoy any 2.5 or 4 oz. scoop of ice cream in a cup or a cone for $1.31 per scoop and Baskin-Robbins' Classic Two-Scoop Sundae for $3.31.* Additionally, Baskin-Robbins will offer other sweet frozen treat deals on each 31st of the month through the end of the year.

Guests can enjoy this special "Celebrate 31" deal on their favorite Baskin-Robbins ice cream flavors, including classics like Pralines 'n Cream, Very Berry Strawberry, Rocky Road, Mint Chocolate Chip and World Class® Chocolate. Baskin-Robbins' Classic Two-Scoop Sundae includes two scoops of a guest's favorite ice cream topped with caramel, hot fudge or strawberry topping and finished with a dollop of whipped cream, nuts and a cherry.

"Since its founding in 1945, Baskin-Robbins has been all about flavor variety and innovation, so we're excited to celebrate our 31-flavor heritage with guests through our 'Celebrate 31' promotion all year long," said John Costello, President, Global Marketing and Innovation for Dunkin' Brands. "This special promotion gives us an opportunity to celebrate our 70th birthday and thank our guests for their loyalty by offering special deals on our most popular ice cream flavors and frozen treats throughout the year."

In addition, Baskin-Robbins is offering guests its Bunny Roll Cake and Flower Garden Cake this month, for the perfect addition to any spring-themed party. The Bunny Roll Cake is decorated with bunny ears and a cute cotton-tail, and the Flower Garden Cake features a colorful array of spring flowers. Both cakes can be customized to include any ice cream and cake flavor combination to fit guests' spring time needs. The cakes are available at participating Baskin-Robbins shops nationwide and can be pre-ordered in-store or online through the brand's online cake ordering website.

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).

* Offer valid on March 31st. Participation may vary. Sundae offer does not include Banana Royale, Banana Split, Brownie Sundae or Layered Sundaes. Scoop offer good on every size scoop. Waffle cones and toppings are extra. Cannot be combined with other offers. Plus applicable tax.

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.