

BASKIN-ROBBINS CELEBRATES ITS GUESTS WITH SUPER SWEET DEALS FROM APRIL 23-25

"Guest Appreciation Days" will Offer Deals on Signature Menu Items and Kick Off Month-Long Fundraising Program to Benefit The Dunkin' Donuts & Baskin-Robbins Community Foundation

CANTON, Mass. (April 10, 2013) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is declaring its love for its loyal guests by announcing three upcoming "Guest Appreciation Days." From April 23 through April 25, participating Baskin-Robbins locations nationwide will thank guests for their support and patronage by offering sweet deals on a number of signature menu items, including:

- \$1.00 for a Regular Soft Serve Cone (6 oz)
- \$2.00 for a Double Scoop Cone (8 oz)
- \$2.00 for a Small Soft Serve 31° Below® (12 oz)
- \$3.00 for a Two-Scoop Classic Sundae (5 oz)
- \$3.00 for a Small Cappuccino Blast® (16 oz)
- \$3.00 for a Small Milkshake (16 oz)

"Community is at the heart of our business, which is why we're so excited to show our loyal guests just how much we appreciate them by offering great deals on six of our signature menu items during our 'Guest Appreciation Days,'" said Dan Wheeler, Vice President of U.S. Brand and Field Marketing for Baskin-Robbins. "At the same time, we hope to inspire guests to help make a difference by participating in our 'Scoops for Charity' initiative which will support local and national non-profit organizations that are making a positive impact in communities across the country."

To offer guests the opportunity to give back to the community, starting on April 23, guests will be invited to donate \$1.00 to [The Dunkin' Donuts & Baskin-Robbins Community Foundation](#) (DDBRCF), which will direct all proceeds to local and national non-profit organizations that support efforts to provide food for the hungry, improve safety and positively impact children's health. From April 23 through May 31, guests who make an in-shop donation at participating locations will be given a paper icon in the shape of Baskin-Robbins' famous pink spoon to personalize and showcase on the walls of their neighborhood Baskin-Robbins shop. In appreciation of the donation, guests will also receive five coupons with in-store offers that can be used throughout the summer.

Since 2006, The DDBRCF has donated more than \$2.6 million to organizations that share its mission of providing food, safety and children's health to communities across the country. Together with Dunkin' Donuts and Baskin-Robbins franchisees, The DDBRCF provides grants to local community-based organizations. For more information, please visit <http://www.dunkinbrands.com/foundation/>.

For more information about Baskin-Robbins' "Guest Appreciation Days" and "Scoops for Charity," visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).

About The Dunkin' Donuts & Baskin-Robbins Community Foundation

The Dunkin' Donuts & Baskin-Robbins Community Foundation brings together a wide network of stakeholders, including franchisees, crew members and employees. The focus of the Foundation is to serve our neighborhoods by taking care of their basic needs – safety, hunger relief and children's health.