



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 ConesSM 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 70th birthday with its "Celebrate 31" promotion on Friday, July 31st. To put the cherry on top of National Ice Cream Month, for one day only on July 31st 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' 70th 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/baskinrobbs31). Additionally, Baskin-Robbins' lineup of OREO® Cream Delight ice cream cakes can be ordered in-store or online at www.baskinrobbs.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.