

BASKIN-ROBBINS CELEBRATES ONE OF THE MOST COMMON BIRTHDAY MONTHS OF THE YEAR WITH LINEUP OF FESTIVE ICE CREAM CAKES

Baskin-Robbins Also Helps Guests Beat the Heat with its August Flavor of the Month,

OREO® Nutty Salted Caramel, and National Free Waffle Cone Offer

CANTON, Mass. (August 5, 2013) – August is one of the most common birthday months of the year and [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is helping guests celebrate birthdays nationwide with its lineup of creative ice cream cakes, including its new Too Cute Cupcake Cake and Clown Cone Party Round Cake. Guests can personalize each cake with any Baskin-Robbins ice cream flavor and cake combination, including Baskin-Robbins' new August Flavor of the Month, OREO® Nutty Salted Caramel, which is made with vanilla ice cream swirled with a salty caramel ribbon, OREO® cookie crumbles and honey-glazed peanut pieces. Baskin-Robbins' lineup of festive birthday ice cream cakes include:

- Too Cute Cupcake Cake - The newest addition to Baskin-Robbins' lineup of birthday cakes is an oversized cupcake filled with delicious ice cream and cake that is sure to make any birthday more fabulous.
- Clown Cone Party Round Cake - This happy cake is adorned with Baskin-Robbins' classic Clown Cones and sprinkles around the edge. Each Clown Cone can include a scoop of the guest's favorite ice cream flavor, while the inside is filled with the guest's choice of ice cream and cake flavors.

Baskin-Robbins is also offering guests OREO®-inspired frozen treats to help guests cool off throughout August. Baskin-Robbins' OREO® Nutty Salted Caramel Layered Sundae is made with three scoops of the August Flavor of the Month, OREO® Nutty Salted Caramel, caramel praline sauce, hot fudge, chopped OREO® cookie pieces and whipped cream. For another delicious indulgence, guests can enjoy the new OREO® 'N Caramel 31 Below made with smooth and creamy vanilla soft serve blended with chopped OREO® cookie pieces and caramel topping.

"Our new Too Cute Cupcake Cake and classic Clown Cone Party Round Cake are sure to make for eye-catching and delicious dessert additions to any birthday party," said Stan Frankenthaler, Executive Chef and Vice President of Product Innovation at Dunkin' Brands. "Continuing the celebration, our new OREO® Nutty Salted Caramel Flavor of the Month combines some of America's favorite sweet and salty treats into one fantastic ice cream flavor. Guests can definitely beat the summer heat with our wide variety of ice cream flavors and frozen treats."

Baskin-Robbins also has two special in-store offers to help guests stay cool this summer. As part of its new Soft Serve Slingshot Promotion, guests are encouraged to visit <http://softserveslingshot.com/> or the Baskin-Robbins Facebook page and vote for their favorite topping to receive a coupon for a "Buy One, Get One for 99 cents" 31 Below soft serve treat that can be used at participating Baskin-Robbins shops nationwide until September 30, 2013. In addition, continuing through the month of August, Baskin-Robbins is offering guests a free freshly-baked waffle cone upgrade with the purchase of a double scoop of Baskin-Robbins ice cream.

The OREO®-inspired treats, including the OREO® 'N Caramel 31 Below made with Baskin-Robbins vanilla soft serve, and festive ice cream cakes will be available at participating Baskin-Robbins shops nationwide throughout the month of August. Also available in fresh-packed pints and quarts, ice cream lovers can bring home the August Flavor of the Month, OREO® Nutty Salted Caramel, to enjoy with family and friends or to create their own specialty ice cream desserts.*

For more information about Baskin-Robbins' range of ice cream flavors and frozen desserts, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).

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*In California, Baskin-Robbins offers fresh-packed ice cream in two sizes: small (12 oz) and regular (1 lb., 8 oz).