



BASKIN-ROBBINS CELEBRATES THE START OF THE SUMMER MOVIE AND ICE CREAM SEASONS WITH THE AMAZING SPIDER-MAN 2TM

Movie Promotion with Sony Pictures Brings Super-Powered New Frozen Treats, Including a Delicious New Flavor of the Month, to Baskin-Robbins, As Well As a Three-Day Scoop Fest Promotion and Amazing Scoop Fest Contest

CANTON, Mass. (March 31, 2014) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is excited to welcome your friendly neighborhood Spider-Man to its restaurants and the arrival of The Amazing Spider-Man 2TM to the big screen on May 2. Starting this week, Baskin-Robbins, in collaboration with Sony Pictures, brings the spirit of The Amazing Spider-Man 2 to participating Baskin-Robbins locations nationwide with a full web of delicious frozen treats and promotions inspired by the blockbuster film franchise, including the April Flavor of the Month, The Amazing Spider-Man 2TM ice cream.

"We are excited to help bring the buzz and excitement of The Amazing Spider-Man 2 to Baskin-Robbins guests nationwide through our collaboration with Sony Pictures," said John Costello, President, Global Marketing and Innovation, Dunkin' Brands. "It's a great way to kick off the summer ice cream and movie seasons. We hope guests will swing into our restaurants to try our delicious frozen treats inspired by The Amazing Spider-Man 2, and also take part in our three-day Scoop Fest promotion and Amazing Scoop Fest Contest."

Super-Powered Menu Items

To help guests get their Spider-Sense tingling, Baskin-Robbins is offering the following menu items at participating shops nationwide for a limited time only:

- The Amazing Spider-Man 2 Ice Cream – Get tangled up in red and blue vanilla-flavored ice cream with a dark chocolate web and popping candies that combine to make a Super Hero of a flavor! The Amazing Spider-Man 2 ice cream is available by the scoop in a cup or cone, and can also be taken home in fresh-packed pints and quarts.*
- The Amazing Spider-Man 2 Ice Cream Cake – Be the super hero of the party with this amazing creation that features The Amazing Spider-Man's illuminated eyes that appear lit up with Electro's bolts. This cake can be customized with guests' favorite ice cream and cake flavor combinations.
- Electro's Milkshake – Shockingly good! Made with The Amazing Spider-Man 2 ice cream, it will electrify your taste buds.

Baskin-Robbins Scoop Fest

From April 22 through April 24, participating Baskin-Robbins shops nationwide will be kicking off the summer movie and ice cream seasons with a three-day Scoop Fest promotion. Ice cream lovers are encouraged to swing into Baskin-Robbins these three days to enjoy one of three amazing Scoop Fest deals, including:

- \$1.00 for a Single Scoop (2.5oz scoop)
- \$2.00 for a Double Scoop (4oz scoops)
- \$3.00 for a Triple Scoop (4oz scoops)

Amazing Scoop Fest Contest

To further celebrate the dynamic duo of The Amazing Spider-Man 2 and Baskin-Robbins, the brand is launching a contest to give fans the chance to win fantastic prizes from Sony Pictures and Baskin-Robbins. Starting tomorrow, April 1, and running through April 24, fans who take a photo of their best Spider-Man pose and tag their photo on Instagram or Twitter with the special hashtag #BRHero, will have the chance to win. Twenty-one daily prizes winners will be selected from entries received from April 2-22. All entrants who enter through April 24^e will be eligible for the three grand prizes. Daily winners will be chosen by Baskin-Robbins based on creativity/originality, quality of the photograph and relevance to contest theme, to receive a "The Amazing Spider-Man" DVD and a The Amazing Spider-Man 2 poster, as well as a \$25 Baskin-Robbins gift card.

In addition, the three entrants who receive the highest scores during the entire contest period will each receive a grand prize of an autographed poster and script from The Amazing Spider-Man 2, and Baskin-Robbins ice cream for a year, fulfilled as \$360 in Baskin-Robbins gift cards. No purchase necessary, must be 18+ to enter. Void where prohibited. For additional terms and conditions related to Baskin-Robbins' Amazing Scoop Fest Contest, please visit:

www.amazingscoopfest.com.

For more information about Baskin-Robbins and its range of exclusive The Amazing Spider-Man 2 offerings, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins) or Pinterest (www.pinterest.com/baskinrobbs31). For more information about The Amazing Spider-Man 2, visit www.theamazingspiderman.com.

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

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About The Amazing Spider-Man 2

We've always known that Spider-Man's most important conflict has been within himself: the struggle between the ordinary obligations of Peter Parker and the extraordinary responsibilities of Spider-Man. But in The Amazing Spider-Man 2, Peter Parker finds that his greatest battle is about to begin.



It's great to be Spider-Man (Andrew Garfield). For Peter Parker, there's no feeling quite like swinging between skyscrapers, embracing being the hero, and spending time with Gwen (Emma Stone). But being Spider-Man comes at a price: only Spider-Man can protect his fellow New Yorkers from the formidable villains that threaten the city. With the emergence of Electro (Jamie Foxx), Peter must confront a foe far more powerful than he. And as his old friend, Harry Osborn (Dane DeHaan), returns, Peter comes to realize that all of his enemies have one thing in common: Oscorp. Directed by Marc Webb. Produced by Avi Arad and Matt Tolmach. Screenplay by Alex Kurtzman & Roberto Orci & Jeff Pinkner. Screen Story by Alex Kurtzman & Roberto Orci & Jeff Pinkner and James Vanderbilt. Based on the Marvel comic book by Stan Lee and Steve Ditko

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing, including licensing the Spider-Man universe to Sony Pictures. For more information visit www.marvel.com. ©MARVEL