



BASKIN-ROBBINS IS GIVING MALT A MODERN TWIST WITH ITS AUGUST FLAVOR OF THE MONTH, OREO® MALT MADNESS

On Monday, August 31st, guests can enjoy \$1.31 Scoops as Part of Baskin-Robbins' "Celebrate 31" Promotion

CANTON, Mass. (August 3, 2015) –[Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is keeping guests cool this summer with its August Flavor of the Month, OREO® Malt Madness. This new flavor is a delicious combination of traditional chocolate malt-flavored ice cream, loaded with OREO® cookie pieces and a chocolate sea salt cookie flavored ribbon. OREO® Malt Madness can be enjoyed in a cup, cone or as a milkshake. To make things even sweeter this month, guests can upgrade any double scoop purchase with a freshly-baked waffle cone for no extra charge.

Baskin-Robbins is also continuing its 70th birthday celebration this month with its special "Celebrate 31" promotion and on Monday, August 31st guests can enjoy any scoop of ice cream for \$1.31 per scoop. The offer is valid for all 31 ice cream flavors, including August's Flavor of the Month, at participating Baskin-Robbins locations nationwide.*

"At Baskin-Robbins, we're always looking for ways to put our own unique and innovative spin on traditional flavors, and our new OREO® Malt Madness offers a delicious new take on the classic chocolate malt," said Jeff Miller, Executive Chef and Vice President of Product Innovation at Dunkin' Brands. "Summer is the perfect time to enjoy ice cream with family and friends and we're helping our guests stay cool not only with fun ice cream flavors, but with sweet deals like our 'Celebrate 31' promotion on August 31."

Throughout the month, guests can enjoy a variety of OREO® ice cream cakes and frozen treats perfect for a backyard party or special birthday celebration. Baskin-Robbins ice cream cakes can be customized with any ice cream flavor and cake combination and can be purchased in store or via the brand's online ordering website at www.baskinrobbins.com/onlineordering. The lineup includes:

New OREO® Cream Delight Cookie Cake: This elegant creation features a cream palette and is 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.

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).

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* Offer valid on August 31st. Participation may vary. 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 7,600 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.