

BASKIN-ROBBINS KICKS OFF ITS THIRD ANNUAL ONLINE FLAVOR CREATION CONTEST INVITING FANS TO CREATE ITS NEXT ICE CREAM FLAVOR

CANTON, Mass. (November 5, 2012) – Calling all ice cream lovers! [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today kicked off its third annual Create Baskin's Next Favorite Flavor Contest, which invites ice cream fans to concoct their own original ice cream flavors using Baskin-Robbins' virtual flavor creator for a chance to have it featured in Baskin-Robbins shops nationwide in 2013.

From now through November 30th, ice cream enthusiasts can become digital dessert chefs by visiting www.baskinrobbins.com/flavorcreator to virtually mix their own ingredients to create a new flavor. Visitors to the site can choose from dozens of base flavors, a range of ribbons such as fudge crackle or strawberry, and a variety of different mix-ins ranging from cake pieces to confetti sprinkles. New ingredients for this year's contest include Salty Caramel, Milk Chocolate and Peanut Butter ice creams, Passionfruit, Triple Berry and Salty Caramel ribbons, and Pecans and Blondie Brownie Bites for mix-ins.

"At Baskin-Robbins, creating exciting and delicious new ice cream flavors isn't just important to us, it's at the core of everything we do," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "We couldn't be more thrilled to extend this unique opportunity to our fans and provide them with the chance to have their flavor immortalized in the Baskin-Robbins flavor library. We're also excited to bring our reigning contest winner's fantastic flavor, Nutty Cream Cheese Brownie, to our shops nationwide."

This November, participating Baskin-Robbins shops nationwide will be featuring Nutty Cream Cheese Brownie, the winner of the second annual Create Baskin's Next Favorite Flavor Contest, as the Baskin-Robbins Flavor of the Month. The winning flavor, created by Kelsey Lien of Santa Clarita, California, is a flavorful combination of chocolate fudge ice cream swirled with a cream cheese ribbon, combined with walnuts and fudge brownie pieces.

"I feel extremely grateful and privileged to have been selected as the winner of Baskin-Robbins' second annual Create Baskin's Next Favorite Flavor Contest," said Lien. "It was a surreal experience creating the first batch of Nutty Cream Cheese Brownie ice cream with the Baskin-Robbins culinary team earlier this year. I'm so excited that my flavor will be shared nationwide at Baskin-Robbins shops this November, and I hope ice cream enthusiasts across the country enter this year's contest to create the next new flavor."

Nutty Cream Cheese Brownie is available by the scoop in a cup or cone. The flavor is also available in fresh-packed pints and quarts, so ice cream lovers can bring this new flavor home to enjoy with family and friends or to create their own specialty ice cream desserts.*

The Create Baskin's Next Favorite Flavor Contest is open to U.S. residents, 18 years of age and older. Once the contest closes on November 30th, Baskin-Robbins' executive culinary team will narrow down the submissions to determine the 20 finalists, who will receive free ice cream for a year. Ice cream fans will then vote online for their favorite flavor among the finalists to determine the winner.

In addition to their flavor being featured in 2013 as a Baskin-Robbins Flavor of the Month, the winner will receive a trip for two to Los Angeles which includes a three-night stay at a landmark Los Angeles hotel, car rental, \$1,000 in spending money and a trip to Baskin-Robbins' West Coast training center where the winner will meet members of the Baskin-Robbins culinary team and spend a day bringing their virtual flavor to life. For more information and official rules, please visit www.baskinrobbins.com/flavorcreator.

For more information about Baskin-Robbins and its Online Flavor Creation Contest, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).

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

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, 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 nearly 7,000 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 1,000 ice cream flavors and a wide variety of delicious treats. For the full-year 2011, Baskin-Robbins' shops had global franchisee-reported sales of approximately \$1.8 billion. 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.