

## BASKIN-ROBBINS KICKS OFF THE SUMMER SEASON WITH ITS MAY “CELEBRATE 31” PROMOTION

**Guests are invited to enjoy 31% off on ALL ice cream sundaes on Sunday, May 31st at participating Baskin-Robbins shops nationwide**

CANTON, Mass. (May 26, 2015) – [Baskin-Robbins](#), the world’s largest chain of ice cream specialty shops, today announced the special ice cream deals available for its May “Celebrate 31” promotion. On Sunday, May 31<sup>st</sup> guests can enjoy 31% off ALL ice cream sundaes at participating Baskin-Robbins shops nationwide. To help celebrate the brand’s 70<sup>th</sup> birthday throughout the year, Baskin-Robbins is offering sweet frozen treat deals on each 31st of the month through the end of the year.

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. They can enjoy this special sundae “Celebrate 31” deal by creating a customized sundae with their favorite Baskin-Robbins ice cream flavors, including classics like Pralines ‘n Cream, Jamoca® Almond Fudge, Mint Chocolate Chip, Very Berry Strawberry and Rocky Road, and seasonal varieties such as Baseball Nut, Strawberry Cheesecake and Cotton Candy.

“We’re excited to continue our 70<sup>th</sup> birthday celebration and help our guests kick off the summer season by offering a sweet deal on all of our sundaes on May 31<sup>st</sup>,” said Carol Austin, Vice President of Marketing for Baskin-Robbins. “At Baskin-Robbins, we offer endless possibilities for guests to customize their ice cream sundaes with a range of toppings and an extensive selection of ice cream flavors. Guests can come celebrate the 31<sup>st</sup> at Baskin-Robbins and select their favorite combination of ice cream flavors and toppings to make their very own ice cream sundae creations. “

Additionally, Baskin-Robbins is offering its festive Cap & Diploma Cake for guests looking to celebrate the special graduate in their lives. This full sheet cake can be customized with any school’s colors and features a cap and diploma highlighted with rose buds, drizzled with chocolate and decorated with a fudge border. The Cap & Diploma Cake can also be customized with a graduate’s favorite ice cream and cake flavor combination, and can be ordered either in-store or online through Baskin-Robbins’ online cake ordering website ([www.baskinrobbins.com/onlineordering](http://www.baskinrobbins.com/onlineordering)).

For more information about Baskin-Robbins’ wide variety of ice cream flavors and frozen desserts, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](https://www.facebook.com/BaskinRobbins)), Twitter ([www.twitter.com/BaskinRobbins](https://www.twitter.com/BaskinRobbins)) or Pinterest ([www.pinterest.com/baskinrobbins31](https://www.pinterest.com/baskinrobbins31)).

\* Offer valid on May 31<sup>st</sup>. 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](http://www.BaskinRobbins.com).