

## BASKIN-ROBBINS' PINK BUBBLEGUM ICE CREAM "POPS" WITH FLAVOR

CANTON, Mass. (August 2, 2010) – Baskin-Robbins, America's Favorite Ice Cream Shop, is featuring Pink Bubblegum ice cream as its Flavor of the Month this August. Ice cream enthusiasts everywhere can satisfy both their candy and ice cream sweet tooth with Baskin-Robbins' whimsical homage to everyone's favorite bubble-blowing treat.

Baskin-Robbins first created Pink Bubblegum in 1970 as a tribute to bubblegum lovers everywhere. It features vanilla-based ice cream turned pink with bubble gum-flavor along with candy-coated real pieces of bubble gum, making it a treat that's double the fun! It will be available during the Month of August, while supplies last.

"Baskin-Robbins and the color pink have been synonymous for decades. Our Pink Bubblegum ice cream brings together two iconic products – ice cream and bubblegum – into one terrific combination," said Brian O'Mara, Vice President, Marketing for Baskin-Robbins. "Pink Bubblegum is the epitome of fun and the ultimate summer flavor. It reminds us all to enjoy the fun of summer while we can!"

Bubblegum as we know it today was invented a few decades before Burt Baskin and Irv Robbins opened their first store in 1945. Its famous pink coloring came about because it was the only color available in the factory where it was invented. According to the International Chewing Gum Association (ICGA), more than 1,000 varieties of gum are manufactured and sold in the United States - a number that is close to the 1,300 flavors in the Baskin-Robbins flavor library.

To learn more about Baskin-Robbins flavors and unique flavor combinations and innovations, consumers can visit the Baskin-Robbins Facebook page at [www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins) or follow Baskin-Robbins on Twitter at [www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins).

### About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31<sup>st</sup> annual Franchise 500<sup>®</sup> ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,000 retail shops in 33 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. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit [www.baskinrobbins.com](http://www.baskinrobbins.com).