

BASKIN-ROBBINS SCORES BIG WITH CLASSIC GOLD MEDAL RIBBON AS ITS AUGUST FLAVOR OF THE MONTH

CANTON, Mass. (August 1, 2012) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, invites ice cream lovers across America to go sprint to their nearest Baskin-Robbins store to taste its August Flavor of the Month, Gold Medal Ribbon®. A classic Baskin-Robbins ice cream flavor, Gold Medal Ribbon® receives top marks for its combination of vanilla flavored and chocolate ice creams swirled together with a caramel ribbon.

"We love honoring our classic flavors that have delighted ice cream lovers for years, and Gold Medal Ribbon® is no exception," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "Gold Medal Ribbon® ice cream is a great tasting combination of the classic flavors of vanilla, chocolate and caramel teamed up in every scoop. As one of our most popular flavors, we're excited to feature it as our August Flavor of the Month."

Gold Medal Ribbon is available by the scoop – in a cup or cone – and can also be enjoyed in a Baskin-Robbins milkshake or custom ice cream cake. In addition, ice cream lovers can bring the flavor home in fresh-packed pints and quarts to enjoy with family and friends at summer get togethers or to create their own winning ice cream desserts.*

August and September are also two of the top months for birthdays in the United States according to data from the U.S. CDC, so now is the perfect time to take advantage of Baskin-Robbins' extensive lineup of ice cream cakes.** Available at participating Baskin-Robbins' locations nationwide, these cakes are delicious treats for friends and families to enjoy together at birthday celebrations. Guests can customize each cake by choosing their favorite ice cream and cake flavor combination, and also by adding a personalized message.

For additional birthday benefits, guests can join the Baskin-Robbins Birthday Club, where members receive a free scoop or soft serve swirl on their birthdays. Other perks include a \$3 discount on a Baskin-Robbins birthday cake as well as a "Buy One, Get One" scoop offer on half birthdays. Guests can sign up for the Birthday Club on the Baskin-Robbins [website](#).

For more information about Baskin-Robbins and its wide range of ice cream flavors and frozen treats, 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).

**Source: http://www.cdc.gov/nchs/data/nvsr/nvsr60/nvsr60_01_tables.pdf

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.