



BASKIN-ROBBINS UNLEASHES THE FORCE AT SHOPS NATIONWIDE WITH NEW STAR WARS-INSPIRED ICE CREAM CAKES

New Star Wars: Darth Vader Cake and Star Wars: The Force Awakens Cake

Are Now Available To Order In-Store and Online

CANTON, Mass. (December 7, 2015) – [Baskin-Robbins](http://www.baskinrobbins.com), the world's largest chain of ice cream specialty shops, is offering Star Wars lovers nationwide two new ice cream cakes for a limited time throughout December to celebrate the upcoming release of Star Wars: The Force Awakens.

Baskin-Robbins' new Star Wars: Darth Vader Cake is a classic sheet cake with blue icing, red, black and grey trim which features a collectible Darth Vader helmet decoration that makes the iconic movie villain's infamous breathing sound. The new Star Wars: The Force Awakens Cake is a classic sheet cake decorated with orange icing with black, grey and white trim which features a collectible BB8 decoration that turns from left to right locking into its base while its head spins, making for action packed fun after the party. The cake also features a raised backdrop with Kylo Ren, Captain Phasma, Rey, Finn and Poe Dameron.

Both ice cream cakes can be customized with a guest's favorite Baskin-Robbins ice cream flavor, including favorites like Pralines 'n Cream, Gold Medal Ribbon®, Mint Chocolate Chip, Jamoca® Almond Fudge and Chocolate Chip Cookie Dough. The cakes can be ordered either in-store or online at <http://www.baskinrobbins.com/onlineordering>, and are available for pick-up within 24 hours of ordering.

"We're excited to share our new Star Wars: Darth Vader Cake and Star Wars: The Force Awakens Cake with our guests to help celebrate the newest Star Wars film release," said Carol Austin, Vice President of Marketing for Baskin-Robbins. "We hope ice cream lovers enjoy these two new cakes with their friends and family as they celebrate this month."

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 Instagram (www.instagram.com/BaskinRobbins).

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 1,300 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.