

## GIVE THANKS TO MOM THIS MOTHER'S DAY WITH A DELICIOUS ICE CREAM CAKE FROM BASKIN-ROBBINS

CANTON, Mass. (May 2, 2012) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is pleased to offer a special lineup of ice cream cakes designed for Mother's Day, including its new Petals & Pearls Cake. Available now at participating Baskin-Robbins locations nationwide, these fanciful cakes are sure to delight not only mom, but her friends and family as well. Guests can customize each cake by choosing their mom's favorite ice cream and cake flavor combination, and also add a personalized message. Cakes available for the May 13<sup>th</sup> holiday include:

- [Petals & Pearls Cake](#) – Make Mother's Day extra memorable with this elegant new ice cream cake which features light aqua frosting and is adorned with delicate white wild roses and pearl accents. It's an ideal frozen treat offering for the classic, sophisticated mom.
- [Delectable Designer Handbag Cake](#) – Baskin-Robbins has transformed its classic 9" round cake into a delicious and chic masterpiece, shaped like a pink handbag. This ice cream cake makes a tasty accessory for the mom with designer taste.

"Flowers and breakfast in bed are always a nice touch, but a Mother's Day ice cream cake with mom's favorite flavor combination can make for an even more memorable treat that the whole family will enjoy," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "Our Mother's Day ice cream cakes come in a variety of designs and are customizable with any of Baskin-Robbins' delicious ice cream flavors. They're perfect for sharing with family and friends on this special holiday."

Other popular Mother's Day ice cream cakes, such as the Mother's Day Bouquet Cake and Mother's Day Hearts & Flowers Cake, are also available for order. All ice cream cake varieties can be viewed on the [cake creator page](#) on the Baskin-Robbins website, where guests can easily choose their preferred cake design, size and flavors. The online application enables guests to print out their ice cream cake order to present at their local Baskin-Robbins restaurant.

Baskin-Robbins gift cards also make great gifts for Mother's Day. Gift cards can be purchased in any amount between \$2 and \$100 at participating shops or online at [www.BaskinRobbins.com](http://www.BaskinRobbins.com) and never expire. In addition, Baskin-Robbins is offering special Mother's Day-themed gift cards on its website, which can be ordered along with a personalized greeting card.

For more information about Baskin-Robbins and its wide variety of ice cream cakes available for Mother's Day and all of life's special occasions, visit [www.BaskinRobbins.com](http://www.BaskinRobbins.com) or follow us on Facebook ([www.facebook.com/BaskinRobbins](http://www.facebook.com/BaskinRobbins)) or on Twitter ([www.twitter.com/BaskinRobbins](http://www.twitter.com/BaskinRobbins)).

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### 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 and soft serve ice cream, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 6,700 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](http://www.BaskinRobbins.com).