



START THE NEW YEAR OFF SMART WITH BASKIN-ROBBINS' JANUARY FLAVOR OF THE MONTH, BERRY PASSIONATE FROZEN YOGURT

CANTON, Mass. (January 3, 2013) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, kicks off the New Year with the latest addition to its BRight Choices® line, Berry Passionate Frozen Yogurt. This passion fruit flavored frozen yogurt with a raspberry ribbon is the perfect flavor to ring in the New Year as January's Flavor of the Month.

With 210 calories per 4 oz. scoop and beneficial live and active cultures, Berry Passionate Frozen Yogurt joins Baskin-Robbins' BRight Choices flavor lineup that includes dairy-free, reduced fat, fat-free, no sugar added and light options. Baskin-Robbins is also offering guests the Berry Passionate Banana Smoothie during the month of January, which is a refreshing blend of Berry Passionate Frozen Yogurt, tropical fruit flavors and real banana blended with ice. In addition, participating Baskin-Robbins shops offer guests a full line of smoothies made with Nonfat Vanilla Frozen Yogurt in exotic flavors like Tropical Banana, Mango Banana and Strawberry Banana.

"Our newest BRight Choices flavor, Berry Passionate Frozen yogurt, is a delicious way to ring in the New Year," said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. "At Baskin-Robbins, we strive to offer guests a wide variety of frozen treat options to fit their individual lifestyles, and Berry Passionate Frozen Yogurt is the perfect sweet treat for guests looking to keep with their wellness resolutions."

Available at participating Baskin-Robbins shops nationwide in January, Berry Passionate Frozen Yogurt is available by the scoop - in a cup or cone – or as a refreshing smoothie. For guests who seek a more indulgent treat, they can enjoy Baskin-Robbins' Red Velvet Ice Cream Cake Bites featuring Red Velvet cake flavored ice cream over red velvet cake, covered in red cake coating and finished with a garnish of white icing. They can also choose pre-packed quarts of Red Velvet or German Chocolate Cake ice cream to bring the flavors home to enjoy with family and friends.

For more information about Baskin-Robbins' frozen treats and its January Flavor of the Month, visit www.BaskinRobbins.com or follow us on Facebook (www.facebook.com/BaskinRobbins) or on Twitter (www.twitter.com/BaskinRobbins).

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.