

THIS HALLOWEEN, ENJOY Â“BOO!-TIFULÂ” ICE CREAM CAKES FROM BASKIN-ROBBINS

CANTON, Mass. (October 22, 2012) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, is offering a special lineup of devilishly delightful ice cream cakes for Halloween. Available now at participating Baskin-Robbins' locations nationwide, these festive ice cream cakes are perfect for this hair-raising holiday. Guests can customize each cake by choosing their favorite ice cream flavor, including October's Flavor of the Month, Trick OREO® Treat, which features vanilla-flavored ice cream with orange crème-filled OREO® cookies, as well as Baby Ruth® and Butterfinger® candy pieces mixed in.

Halloween ice cream cakes available at Baskin-Robbins include:

- [Haunted House Cake](#) - Spook them with a sweet treat! Our tasty ice cream cake becomes a haunted house with candy corns, spiders and ghosts, creating a delicious Halloween for all.
- [Pumpkin Face Cake](#) - Carve up this delicious pumpkin filled with our premium ice cream. Resembling a smiling jack-o'-lantern, it's an adorable way to celebrate the season!
- [Fall Harvest Roll](#) - Delight in the season with a fudge frosted roll cake, finished with a festive decoration of fall-colored leaves and pumpkins.

“Our Halloween and fall-themed ice cream cakes are sure to make your family and friends howl with delight during this festive holiday,” said Stan Frankenthaler, Baskin-Robbins Executive Chef and Vice President of Innovation at Dunkin' Brands. “These cakes make perfect additions to any Halloween party and are sure to serve as ‘spooktacular’ centerpieces with their eye-catching designs.”

Baskin-Robbins gift cards also make great gifts for eager trick-or-treaters. Gift cards can be purchased in any amount between \$2 and \$100 at participating shops or online at [www.BaskinRobbins.com](#) and never expire. Gift cards can also be personalized online with cherished photos or a customized message, and 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 Halloween and all of life's occasions, 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](#).