



Baskin-Robbins Invites Guests to Beat the Heat and Enjoy \$1.31 Ice Cream Scoops on Wednesday, August 31

Guests can also support the Community Cones Program to benefit the Dunkin' Donuts & Baskin-Robbins Community Foundation

CANTON, Mass. (August 22, 2016) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, encourages guests to take an ice cream break on Wednesday, August 31 and enjoy a sweet deal on their favorite ice cream flavor as part of its August "Celebrate 31" promotion. On that day at participating Baskin-Robbins shops nationwide, guests can enjoy all regular and kids-sized ice cream scoops for just \$1.31.* Guests can enjoy this special "Celebrate 31" deal on the classic Baskin-Robbins flavors including Pralines 'n Cream and Jamoca® Almond Fudge, along with the new August Flavor of the Month, OREO® Milk 'n Cereal, which features cereal milk-flavored ice cream with OREO® cookie pieces, frosted corn flake cereal pieces and a frosted corn flake cereal ribbon.

"We're excited to continue the celebration of our '31 flavors' heritage on August 31st with our next 'Celebrate 31' promotion," said Carol Austin, Vice President of Marketing, Baskin-Robbins. "It's a great opportunity for guests to enjoy their favorite Baskin-Robbins ice cream flavor or to try something new, like one of our seasonal summer ice cream flavors that are only available for a limited time."

Baskin-Robbins is also inviting guests to donate \$1.00 to The Dunkin' Donuts & Baskin-Robbins Community Foundation (DDBRCF) during their in-store visits throughout August as part of its Community Cones program. Funds raised will support local and national non-profit organizations that are focused on improving children's health and providing food for the hungry.

Guests can also receive a mobile coupon for a free regular 4-oz scoop of their favorite Baskin-Robbins ice cream flavor when they download the new Baskin-Robbins Mobile App. The app is available for iPhone and Android users and gives ice cream lovers access to deals and coupons, the ability to pay for their order using virtual Baskin-Robbins cards, updates on current and upcoming promotions and events, like "Celebrate 31," and more in order to make enjoying ice cream even easier.

For more information about Baskin-Robbins' wide variety of premium 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).

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* Offer valid on August 31st. Participation may vary. Scoop offer good on every size scoop. All listed flavors are optional amongst Baskin-Robbins' stores. Waffle cones and toppings are extra. Cannot be combined with other offers. Plus applicable tax.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 37th annual Franchise 500® ranking in 2016, 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 7,700 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 1,300 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.