



Press Release
For Immediate Release:
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Dunkin' Donuts and the Rhode Island Blood Center Kick-Off National Blood Donor Month with “Give a Pint, Get a Pound”

The Rhode Island Blood Center and blood collection agencies nationwide have again designated January as National Blood Donor Month, drawing attention to blood donation generally, and specific needs during the difficult winter months.

During January, Dunkin' Donuts and The Rhode Island Blood Center join together for a “Give a Pint, Get a Pound” promotion. Those who present to donate blood during January receive a coupon for a free pound of Dunkin' Donuts coffee.

By offering all presenting donors a coupon for a free pound of coffee, Dunkin' Donuts and the Blood Center are thanking donors who support the community blood supply by rolling up their sleeves to give the gift of life.

National Blood Donor Month was initiated in January 1970 as a way of assuring a safe and adequate blood supply at a time of year when blood collection is typically more difficult because of school vacations, holidays, inclement weather and illness.

“Over the years, Dunkin' Donuts has proven a valuable partner in the success of the Rhode Island Blood Center, and we are very pleased to partner with them once again,” said Scott Asadorian, vice president and Chief Operating Officer of the Rhode Island Blood Center.

“Dunkin' Donuts is proud to partner with the Rhode Island Blood Center for the ‘Give a Pint, Get a Pound’ campaign, and provide our coffee as a thank you to those who give blood” said Todd Wallace, Field Marketing Manager for Dunkin' Donuts. “We encourage all eligible blood donors to give blood and help those in need.”

According to the AABB, a national blood banking association, someone needs blood in this country every two seconds. Each day, patients across the country receive approximately 39,000 units of blood. There are more than 14 million blood transfusions annually, given to people who are accident victims, are undergoing surgery, and patients receiving treatment for leukemia, cancer and other diseases.

In our community, patients in hospitals and treatment facilities require up to 280 pints of blood every day, according to the Rhode Island Blood Center.

The Rhode Island Blood Center has donor centers in Providence, Warwick, Narragansett, Woonsocket and Middletown, and holds several blood drives throughout the state every day. To make an appointment at a donor center, call 1-800-283-8385. To find a blood drive in your neighborhood, visit the Blood Center's Web site at www.ribc.org, or call 1-800-283-8385.

**Coupons are redeemable at participating Dunkin' Donuts locations. Coupons are non-transferrable and not redeemable for cash.*

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About the Rhode Island Blood Center

The Rhode Island Blood Center collects some 280 units of blood every day, distributing blood products primarily to patients in Rhode Island and nearby Massachusetts and Connecticut. For information about blood drives, donor centers, and blood facts in general, visit the Rhode Island Blood Center's web site, www.ribc.org.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for three years running. The company has more than 8,800 restaurants in 31 countries worldwide. In 2008, Dunkin' Donuts' global system-wide sales were \$5.5 billion. Based in Canton, Massachusetts, Dunkin'-Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

About the Dunkin' Donuts Community Foundation

The Dunkin' Donuts Community Foundation brings together a wide network of stakeholders, including Dunkin' Donuts franchisees, crew members and employees, to support those who serve in our communities. The focus of the Foundation is emergency response organizations and child-related causes. The goal of the Foundation is to help ensure that those heroes we depend on during a disaster have what they need to rise to any occasion, and to make a positive impact on the lives of children in the communities that we serve. To

learn more about Dunkin' Donuts Community Foundation, please visit
www.dunkinbrands.com/foundation.