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Dunkin' Brands Names Cicely Simpson as Vice President, Government Affairs

CANTON, Mass., July 31, 2012 /PRNewswire/ -- Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, today announced that Cicely D. Simpson has been promoted to the position of Vice President, Government Affairs. Ms. Simpson joined Dunkin' Brands in 2008 as Director, Federal & State Government Affairs.

(Logo: <http://photos.prnewswire.com/prnh/20120516/NE07970LOGO>)

Reporting directly to Dunkin' Brands' Chief Communications Officer Karen Raskopf, Ms. Simpson will continue to work closely with senior management to direct all government affairs activities, promoting and advocating for the interests of the company and its franchisees at all levels of government: Federal, state, local and international. Leveraging more than 10 years of leadership experience in legislative affairs and public policy, Ms. Simpson will also continue to build and maintain Dunkin' Brands' relationships with members of Congress, Congressional staff, regulatory agencies, state and local elected officials, and trade associations.

Prior to joining Dunkin' Brands, Ms. Simpson served for three years as Legislative Director for the Honorable Jim Cooper, U.S. House of Representatives (D—TN). Ms. Simpson also served in a similar role for the Honorable Lincoln Davis, U.S. House of Representatives (D—TN). As Federal Affairs Manager for the Tennessee Valley Authority, Ms. Simpson managed and supervised legislative issues, educating and informing Senate, House and Agency staff about matters affecting the seven states in the Tennessee Valley, while cultivating relationships with key congressional staff and strategic industry partners.

"During her four years with Dunkin' Brands, Cicely has proven herself to have a deep understanding of the complex legislative and regulatory issues facing our industry and a way of helping to find common ground that brings about better public policy," said Karen Raskopf. "Her tireless dedication to advocating for our franchisees, our customers, the company, and the restaurant industry have earned her this promotion."

Ms. Simpson received a Juris Doctor from Pepperdine University's School of Law, and a Bachelor of Arts degree in political science from David Lipscomb University in Nashville. She is also a graduate of the Center for Creative Leadership's Leadership Development Program.

About Dunkin' Brands Group, Inc.

With more than 17,000 points of distribution in nearly 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of the second quarter 2012, Dunkin' Brands' nearly 100 percent franchised business model included more than 10,000 Dunkin' Donuts restaurants and nearly 7,000 Baskin-Robbins restaurants. For the full-year 2011, the company had franchisee-reported sales of approximately \$8.3 billion. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

SOURCE Dunkin' Brands Group, Inc.

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