



## **Krispy Kreme Celebrates the Opening of a New Doughnut Factory and Kremery**

### **The Company Brings Hot Doughnuts and Hot Jobs To Lexington, S.C.**

LEXINGTON, S.C., Sept 09, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Krispy Kreme Doughnut Corporation is treating the city of Lexington with a new Doughnut Factory and Kremery. Lexington will not only give locals a new place to experience the Company's legendary, one-of-a-kind treats, but will also employ approximately 26 people.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991216/NYTH146>)

The city of Lexington, and its greater communities participated in new store opening festivities that began at 5:30 a.m. The first customer received a free dozen Original Glazed(R) doughnuts every week for a year; the next 11 customers received a free dozen Original Glazed doughnuts every month for a year; and the first 100 customers received an official Krispy Kreme T-shirt. Customers will also enjoy free Kool Kreme(R) soft serve samples, and other Krispy Kreme treats throughout the day.

"Krispy Kreme is excited to have opened a Doughnut Factory and Kremery in Lexington," said Cindy Bay, senior vice president of company store operations for Krispy Kreme. "We look forward to the continued success of our new smaller retail concept shops, like this one in Lexington, which allows us to continue to bring our unique, signature products closer to consumers, and offer the Krispy Kreme value and experience to new customers."

A ribbon cutting ceremony at 10:30 a.m. will feature Krispy Kreme executives, including Cindy Bay, senior vice president of company store operations; Steve Wymer, market manager for North Carolina; Sherri Smith, vice president of marketing and Lexington officials, including Mayor Randy Halfacre.

Customers at the new 1,940 square-foot Lexington store will enjoy Krispy Kreme's unique offerings, including its one-of-a-kind doughnut varieties, signature coffees and espresso drinks, and Krispy Kreme Chillers(R) and iced beverages. This new Lexington location is the first store in the area to offer Krispy Kreme's new Kool Kreme soft serve menu of traditional cones, shakes and specialty doughnut sundaes, all paired with a toppings bar. Customers can also enjoy a few Krispy Kreme specialties, including Krispy Kreme's signature doughnut sundaes, available in chocolate cake, strawberry cake and Original Glazed, and an Artic Avalanche(TM), which combines Kool Kreme with a candy mix-in.

The Lexington Doughnut Factory and Kremery is located at 5594-A Sunset Blvd., with hours of operation from 6 a.m. to 11:00 p.m., Sunday through Saturday.

For updates on special promotions, exclusive offers and local events, join "Friends of Krispy Kreme" by visiting [www.KrispyKreme.com](http://www.KrispyKreme.com).

#### About Krispy Kreme

Krispy Kreme is an international retailer of premium-quality sweet treats, including its signature hot Original Glazed(R) doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Krispy Kreme is proud of its Fundraising program, which for decades has helped non-profit organizations raise millions of dollars in needed funds. Today, Krispy Kreme can be found in approximately 530 locations around the world. Krispy Kreme Doughnuts, Inc. (NYSE: KKD) is listed on the New York Stock Exchange. Visit us at [www.KrispyKreme.com](http://www.KrispyKreme.com)

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