



Creep Into Krispy Kreme This Halloween for Terrifyingly-Tempting Treats

Jack-o-Lantern, Spider Web and Pumpkin Doughnuts Make a Wicked Combo

WINSTON-SALEM, N.C., Oct 01, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Krispy Kreme Doughnut Corporation is mesmerizing Halloween goers this year with its sweet and scary fall favorites, including a new spooky delight - the spider web doughnut.

Beginning October 1, customers can share the best treat in the neighborhood, Krispy Kreme's Halloween Combo, with friends and family. This scrumptious combo includes one dozen Halloween doughnuts and one dozen Original Glazed(R) doughnuts, perfect for pleasing guests and making your next Halloween party a frighteningly-good time.

This year's Halloween Combo includes Krispy Kreme's pumpkin-shaped doughnut, which is topped with a creamy orange icing and a jack-o-lantern face; the devilishly-delicious Pumpkin Spice cake doughnut, created with pumpkin flavors and spices and finished with Krispy Kreme's Original Glaze; and two classic ring doughnuts, one with a creamy orange icing, and the other with chocolate icing and black and orange Halloween sprinkles.

Customers in select markets can also enjoy the mysteriously-yummy spider web doughnut, which is filled with the company's one-of-a-kind kreme and topped with chocolate icing and a white-iced spider web design.

"Cast a sweet spell over family, friends and co-workers by sharing a few dozen of our perfectly spirited trick-or-treat snacks," said Ron Rupocinski, corporate chef at Krispy Kreme. "The eerie fare included in our Halloween Combo is sure to please even the toughest goblin or ghoul in the crowd."

The Halloween combo is available beginning October 1 at participating U.S. locations. The pumpkin-shaped, spider web and Halloween-sprinkled ring doughnuts will be available until October 31, while the always delicious Pumpkin Spice cake doughnut will remain in participating U.S. Krispy Kreme stores through November 29.

For updates on special promotions, exclusive offers and local events, join "Friends of Krispy Kreme" by visiting 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.

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