



Krispy Kreme Opens New Neighborhood Shop in Raleigh, N.C.

New Store Celebrates Opening in City Plaza on October 24 during Raleigh Wide Open Festival

RALEIGH, N.C., Oct 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Krispy Kreme Doughnut Corporation is sharing its legendary treats at a second Raleigh location, a new Neighborhood Shop, beginning Saturday, October 24, at 11 a.m.

The new Neighborhood Shop in City Plaza is located in a pavilion on Fayetteville Street, and will open in conjunction with Raleigh's new City Plaza--a public gathering space that includes open seating, interactive water fountains and LED art panels, granite chess tables and art space. Raleigh Wide Open, a festival featuring live music, food and art vendors, a kids zone, street performers and fireworks, will also be underway.

Following the opening of City Plaza at 11 a.m., the greater Triangle community is invited to be among the first customers at the new shop for a chance to win great prizes. Select prizes include: one free dozen Original Glazed(R) doughnuts every week for a year; one free dozen Original Glazed doughnuts every month for a year; a Krispy Kreme travel mug with a coupon for a free medium coffee, and an official Krispy Kreme Raleigh T-shirt. Free samples of Kool Kreme(R) soft serve and other Krispy Kreme treats will be available throughout the day.

The 900-square-foot store will feature Krispy Kreme's unique offerings, including its one-of-a-kind doughnut varieties, signature coffees and espresso drinks, Krispy Kreme Chillers(R) and iced beverages. The new Neighborhood Shop will also be the second store in Wake County to offer Krispy Kreme's Kool Kreme soft serve menu. Offered in Very Vanilla and Deep Chocolate, Kool Kreme soft serve is available in traditional cones, shakes and sundaes, all paired with a toppings bar.

"We are thrilled to be expanding our presence in the Triangle and excited to be a part of the thriving development underway in downtown Raleigh, especially the new City Plaza," said Cindy Bay, senior vice president of company store operations for Krispy Kreme. "We recently opened a Neighborhood Shop in Knightdale, and are excited to continue building our relationship with the Raleigh community at our newest location."

A ribbon cutting ceremony on October 23, at 12:40 p.m., will feature Krispy Kreme executives, including Cindy Bay, senior vice president of company store operations; Steve Wymer, market manager for North Carolina and the City of Raleigh officials.

Additionally, a Coffee and Kreme social will be held at the shop on Wednesday, October 28, from 3 p.m. to 5:30 p.m. Customers will get the chance to sample Krispy Kreme's specialty products.

The downtown Raleigh Krispy Kreme Neighborhood Shop is located at 442 Fayetteville Street in the City Plaza, with hours of operation from 6 a.m. to 8 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.

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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