



Krispy Kreme To Celebrate the Opening of New Doughnut Factory in Clarksville

New Location Will Bring Hot Doughnuts and Hot Jobs to Southern Indiana

CLARKSVILLE, Ind., Oct 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Doughnut enthusiasts in Clarksville and the surrounding communities will be excited to learn that Krispy Kreme Doughnut Corporation will soon open its newest Krispy Kreme Doughnut Factory at 1122 Veterans Parkway on Tuesday, November 3.

The Doughnut Factory will open its doors at 5 a.m., and customers are invited to participate in the festivities. The first customer to enter the store will receive a year's supply of doughnuts -- one dozen Original Glazed(R) doughnuts every week for a year. The next 11 customers will each receive one dozen Original Glazed doughnuts every month for a year; and the first 100 customers will receive an official Krispy Kreme Clarksville T-shirt. The first drive-through customer will win one dozen Original Glazed doughnuts every month for a year, and the next 11 customers through the drive-through will win an official Krispy Kreme Clarksville T-shirt. Customers can also enjoy free Kool Kreme(R) soft serve samples and other Krispy Kreme treats throughout the day.

"Krispy Kreme is excited to be opening a Doughnut Factory in Clarksville," said Cindy Bay, senior vice president of company store operations for Krispy Kreme. "We are thrilled to be expanding our presence in this area, and look forward to the continued success of our new, smaller retail concept shops. Clarksville's new Doughnut Factory will allow us to continue to bring our unique, signature products closer to consumers, and offer the Krispy Kreme value and experience to new customers."

Opening day activities will also include a ceremonial ribbon-cutting at 11 a.m., and will feature local elected officials, community business leaders and Krispy Kreme executives. Krispy Kreme will also make a donation to the YMCA of Southern Indiana's Strong Kids Campaign. The YMCA of Southern Indiana's mission is to build strong kids, strong families and strong communities through family-focused programming accessible to all.

Communitywide Scavenger Hunt

To involve the community and build excitement for the new store, Krispy Kreme will hide 10 Krispy Kreme T-shirts at several locations around the community, in advance of the store opening on November 3. Residents of Clarksville and surrounding areas will be encouraged to go out into the community in search of the shirts. Clues regarding the T-shirts' locations will be posted daily beginning Monday, Oct. 26, on Twitter (@KrispyKreme_IN) and Facebook (Krispy Kreme Clarksville). Via a drawing prior to opening day, one T-shirt finder will win a dozen free Original Glazed doughnuts every week for a year. The winner will also be designated as the official "Hot Now" switch flipper at the ribbon-cutting ceremony.

The 2,000 square-foot Doughnut Factory, located off exit I-65 #5, will create 20 new jobs in Clarksville. The store will be open Sundays through Thursdays from 5 a.m. to 10 p.m., and Fridays and Saturdays from 5 a.m. to 11 p.m.

Customers at the new Clarksville store will enjoy Krispy Kreme's unique offerings, including its one-of-a-kind doughnut varieties; signature coffees and espresso drinks; Kool Kreme(R) soft serve menu; and Krispy Kreme Chillers(R) and iced beverages. This new location will be 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 Arctic Avalanche(TM), which combines Kool Kreme with a candy mix-in.

For updates on special promotions, exclusive offers and local events, join "Friends of Krispy Kreme" by visiting www.KrispyKreme.com. Area residents also are encouraged to become a friend of Krispy Kreme Clarksville on Facebook and follow @KrispyKreme_IN on Twitter.

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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