



Free Krispy Kreme Doughnuts for Veterans and Military Personnel on Veterans Day!

WINSTON-SALEM, N.C., Nov 05, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- This year, Krispy Kreme Doughnut Corporation is honoring America's service men and women on Veterans Day by giving away free doughnuts to all veterans and active military personnel. Veterans and active military personnel are invited to visit any participating U.S. Krispy Kreme store on Veterans Day, November 11, and enjoy one free doughnut of any variety.

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

"Krispy Kreme is delighted to offer free doughnuts as a small gesture to thank the dedicated men and women who have served, or are currently serving in the armed forces," said Ron Rupocinski, corporate chef for Krispy Kreme. "It is our hope that veterans and active military will visit a participating U.S. Krispy Kreme store on Veterans Day to enjoy a free doughnut, and maybe share stories about their service to our country. We salute each and every one of them."

Veterans and active military personnel will be able to select from more than a dozen varieties - including Original Glazed(R), Chocolate Iced Kreme Filled, Chocolate Cake, Pumpkin Spice and Glazed Raspberry Filled - that are available at most Krispy Kreme locations.

For updates on special promotions, exclusive offers and local events, join "Friends of Krispy Kreme" by visiting www.KrispyKreme.com, or interact with Krispy Kreme at [facebook.com/KrispyKreme](https://www.facebook.com/KrispyKreme) and twitter.com/krispy_kreme.

About Veterans Day

Veterans Day originated as "Armistice Day" on November 11, 1919, the first anniversary of the end of World War I. Congress passed a resolution in 1926 for an annual observance, and November 11 became a national holiday beginning in 1938. Then President Dwight D. Eisenhower signed legislation in 1954 to change the name to Veterans Day as a way to honor those who served in all American wars.

About Krispy Kreme

Krispy Kreme is an international retailer of premium-quality sweet treats, including its signature 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.

SOURCE Krispy Kreme Doughnut Corporation

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