



Krispy Kreme Opens Its First Store in Turkey

25 Stores Are Planned For The Country Over The Next Five Years

WINSTON-SALEM, N.C., Aug 24, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Krispy Kreme Doughnut Corporation today announced that its franchisee, Almanca Yiyecik Ve Icecek San. Ve. Tic, Ltd, STI (part of the Almanca Group) has opened the first Krispy Kreme doughnut shop in Turkey.

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

The new shop is located in the city of Istanbul on the popular Bagdat Avenue known for its stylish cafes, restaurants and clothing stores. This is the first of 25 Krispy Kreme shops the franchisee plans to open over the next five years. The shop will offer 16 varieties of Krispy Kreme doughnuts that will be made fresh daily, including the signature hot Original Glazed((R)) doughnut.

"We are very happy to announce that our one-of-a-kind Krispy Kreme doughnuts are now available in the vibrant city of Istanbul, Turkey," said Jim Morgan, president and chief executive officer of Krispy Kreme. "We are partnered with experienced QSR operators, the Almanca Group, that know this exciting region of the world extremely well. Their unique experience fits perfectly with the fun and excitement associated with the Krispy Kreme brand around the world."

"Our Turkish customers are excited and have been waiting a long time for the opening of Krispy Kreme's first store in Istanbul," said Bader Almanca, member of the Almanca Group Board of Directors. "We are very pleased at the reception we have received already and believe Krispy Kreme and the world famous hot Original Glazed doughnut will very quickly become a new taste trend that the Turkish people will love and enjoy sharing with friends and family."

Currently, the Krispy Kreme Original Glazed((R)) doughnut can be found in 18 countries, including the United States, Australia, Bahrain, Canada, Indonesia, Japan, Kuwait, Lebanon, Malaysia, Mexico, the Philippines, Puerto Rico, Qatar, the Republic of Korea, the Kingdom of Saudi Arabia, Turkey, the United Arab Emirates, and the United Kingdom. The Company also has announced a franchise development agreement for China.

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 550 locations around the world. Krispy Kreme Doughnuts, Inc. (NYSE: KKD) is listed on the New York Stock Exchange. Visit us at www.KrispyKreme.com.

About The Almanca Group

The Almanca Group is one of the largest business houses in Qatar. Since its inception in 1960, the Almanca Group has grown from strength to strength, and in the process has made significant contribution to the very infrastructure of Qatar. Today the Group boasts a large turnover and with its diversified activities is all poised to participate successfully in the ongoing economic development of Qatar.

Almanca Yiyecik Ve Icecek San. Ve. Tic, Ltd, STI, which is a Turkish subsidiary of the Almanca Group, has significant experience in the QSR business. The company operates KFC and Pizza Hut restaurants in Turkey and will launch and operate the Krispy Kreme stores in Istanbul. Visit the Almanca Group at www.AlmancaGroup.com.

SOURCE Krispy Kreme Doughnut Corporation

<http://www.krispykreme.com>

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