

WINGS, DUNKIN' SCORE NEARLY 17,000 CUPS OF COFFEE FOR FOODLINK

Local franchisees donate coffee to Foodlink

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Rochester Red Wings General Manager Dan Mason joined Dunkin' Donuts franchisees Sept. 2 to donate 336 pounds of coffee to Foodlink, the regional food bank of the Genesee Valley and Finger Lakes Region. The donation - the equivalent of 16,800 cups of coffee - was fueled by a season-long partnership between the team and Dunkin' Donuts.

During the 2011 season, Dunkin' Donuts pledged to donate one pound of coffee to Foodlink for every run scored at home by the Red Wings. The Red Wings had scored a total of 325 runs heading into the final regular season home game. Dunkin' Donuts has guaranteed a minimum of 14 cases, or 336 pounds, of coffee for the food bank.

"Our partnership with the Rochester Red Wings is designed to capture the excitement of each run and turn it into a tangible benefit for Foodlink," said Eric Stensland, upstate New York field marketing manager for Dunkin' Donuts. "We would like to congratulate the Red Wings for their efforts this season and the entertainment they provided to their loyal fans."

"Many of us look forward to a cup of coffee each morning and see it as an essential part of starting our day," said Tom Ferraro, executive director and founder of Foodlink. "We are extremely grateful that Dunkin' Donuts and the Rochester Red Wings teamed up to give back to our food bank. Now we can provide coffee for thousands of residents in need throughout our area."

Foodlink is the regional food bank of the Genesee Valley and Finger Lakes Region. Foodlink's mission is to provide hunger relief, eliminate the root causes of hunger, improve health and promote economic development. This is done through the distribution of food to a network of agencies and by empowering

individuals through nutritional and agricultural programs. As a member of Feeding America, Foodlink rescues and redistributes over 11 million pounds of food to 450 human service agencies.

"The Rochester Red Wings are proud to take part in this outstanding initiative to benefit Foodlink," said Mason. "Our organization is deeply committed to giving back to our fans and to the community at large. Dunkin' Donuts has been a great partner and we applaud its commitment to the food bank and those it serves."

The coffee donation to Foodlink is the result of a season-long partnership between Dunkin' Donuts and the Rochester Red Wings.

PHOTO: Representatives from Dunkin' Donuts join Rochester Red Wings General Manager Dan Mason to present a total of 336 pounds of coffee to Foodlink at Frontier Field on Friday, September 2. The donation is the result of the "runs for coffee" community initiative, through which Dunkin' Donuts committed to donate one pound of coffee for every run scored at home by the Red Wings this season. From left to right: Rochester Red Wings General Manager Dan Mason; Dunkin' Donuts Franchisee Lou Cabral and his sons; Foodlink Communications Manager Martha Brown; and Rochester Community Baseball President/CEO/COO Naomi Silver.

About Dunkin' Donuts: Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for five years running. The company has more than 9,700 restaurants in 31 countries worldwide. In 2010, Dunkin' Donuts' global system-wide sales were \$6 billion. Based in Canton, Mass., Dunkin' Donuts is a subsidiary of Dunkin' Brands Group, Inc. (NASDAQ: DNKN). For more information, visit www.DunkinDonuts.com.