

From Car to Coffee Quicker Than Ever: Dunkin' Donuts is First Brand to Launch Waze's "Order Ahead" Feature

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CANTON, Mass., March 28, 2017 /PRNewswire/ -- Loyal [Dunkin' Donuts](#) customers can now use Waze, the free, real-time crowdsourced traffic and navigation app powered by the world's largest community of drivers, to save time both on the roads and at Dunkin' Donuts restaurants. Dunkin' Donuts has become the first partner for Waze's new feature, "Order Ahead," which lets Wazers save time in line by submitting orders in the Dunkin' Donuts Mobile App. With today's launch, members of the DD Perks® Rewards Program can order their favorite Dunkin' coffee, beverage, donut or breakfast sandwich directly by connecting to Dunkin' Donuts' On-the-Go Mobile Ordering feature through the Waze app before hitting the road, then speed past the line to pick it up inside a Dunkin' Donuts restaurant.

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With the Order Ahead feature, Dunkin' Donuts and Waze are making the route to Dunkin' faster and easier than ever for DD Perks members, creating a seamless experience allowing users, before beginning their trip, to use Waze to pinpoint the nearest Dunkin' Donuts restaurant and tap a single button to launch On-the-Go Ordering within the Dunkin' Mobile® App. To utilize Waze's new Order Ahead feature, Dunkin' Donuts guests must update their Dunkin' Mobile App for their iPhone, iPod touch and Android smartphones.

"We are proud to be the first brand to integrate with Waze to enhance the mobile experience and offer our DD Perks members with faster, more convenient ways for ordering ahead," said Scott Hudler, Chief Digital Officer at Dunkin' Brands. "Loyalty is the main focus for all that we do at Dunkin' Donuts. Leveraging the best technologies and partnering with leading brands like Waze helps our brand continue to stand apart for valuing our loyal guests and providing them with exciting and innovative new ways to purchase Dunkin' Donuts food and beverages as quickly and seamlessly as possible."

"Our new Order Ahead feature expands Waze's mission of saving time on the road by enabling consumers to now also save time in-store, while giving brands a new opportunity to engage with their customers," said Jordan Grossman, Head of Business Partnerships North America at Waze. "We're excited to launch this feature with Dunkin' Donuts, a long-standing partner of ours, and look forward to rolling it out with more brand advertisers in the near future to further personalize the driving experience for Wazers saving them time and money."

Dunkin' Donuts has been a long-standing partner with Waze since first mapping all of its restaurant locations through the app in 2012. In 2016, Dunkin' Donuts became the first company to utilize the Favorite Brand Campaign that invites Wazers to "favorite" the brand through native-style ad units with the tap of a button.

The DD Perks Rewards Program rewards guests nationwide with points toward free Dunkin' Donuts beverages for every visit they make at participating Dunkin' Donuts locations. With DD Perks, guests earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled DD Card, either plastic or via the Dunkin' Mobile App. Once a member accrues 200 points, he or she receives a coupon for a free beverage of their choice, redeemable at participating Dunkin' Donuts restaurants.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com, or subscribe to the Dunkin' Donuts blog to receive notifications at <https://news.dunkindonuts.com/blog>.

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 hot regular/decaf/flavored coffee, iced coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned a No. 1 ranking for customer loyalty in the coffee category by Brand Keys for 11 years running. The company has more than 12,200 restaurants in 45 countries worldwide. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.

About Waze

[Waze](#) is the social navigation pioneer, leveraging mobile technology and a passionate global community to

redefine expectations of today's maps. Waze is home to the world's largest network of drivers who work together daily to outsmart traffic and save time and money. The app consistently recommends the fastest routes based on real-time driving and data from millions of users. From traffic reroutes to low gas price alerts and relevant offers from favorite brands, Waze is one of the most comprehensive driving companions in the marketplace. Real-time GPS data collected from its community of drivers gives brands deep insight into consumers' intent and routines, allowing for powerful engagement that increases location and brand awareness. For more information, visit waze.com/brands and <https://thecompass.waze.com/>.

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