

Win the Morning with Masterpass and Dunkin' Donuts

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Dunkin' Donuts integrates Masterpass within Dunkin' Mobile® App as new mobile payment option

To ensure coffee lovers get their morning started right, Dunkin' Donuts now accepts Masterpass by Mastercard so guests can quickly and easily purchase and reload virtual Dunkin' Donuts cards on DunkinDonuts.com and the Dunkin' Mobile App.

Using Masterpass on DunkinDonuts.com and in the Dunkin' Mobile App to purchase or reload a DD Card ensures your morning cup of coffee is never further than a tap away. For even more perks, Dunkin' Donuts guests can enroll their virtual DD card in the DD Perks® Rewards Program and earn points toward free Dunkin' Donuts beverages for every purchase they make at participating Dunkin' Donuts locations.

"At Dunkin' Donuts, we show appreciation for our loyal guests through technologies that make enjoying Dunkin' coffee, food and other beverages as fast and easy as possible," said Scott Hudler, Chief Digital Officer at Dunkin' Donuts. "Leveraging new digital payment options like Masterpass by Mastercard provides guests with another quick and convenient way to run on Dunkin' through our Mobile App, and helps us continue to stand apart for an unsurpassed in-store experience."

Masterpass stores all payment information, including card details, shipping information and payment preferences in one convenient location simply and securely. In the Dunkin' Mobile App, consumers can set up Masterpass to purchase and reload their DD Card as fast as they can speed past the line in store using Dunkin' Donuts On-the-Go Mobile Ordering.

"Mastercard is excited to partner with Dunkin' Donuts to integrate Masterpass into the Dunkin' Mobile® App," said Linda Kirkpatrick, Executive Vice President, US Market Development, Mastercard. "This partnership combines the latest and safest digital technology with Dunkin' Donuts market leading loyalty program to help their customers 'win the morning'."

An integrated marketing campaign kicks off next week with a series of humorous new television spots and digital content that show how Masterpass in the Dunkin' Mobile App can help win the morning.

A MASTERPASS to Your Everyday Passions

Masterpass is a digital payment service from Mastercard that enables consumers to look no further than their own trusted bank to make fast, simple and secure digital payments – across devices and channels – anywhere they want to shop: online, in-app, and in-store using contactless technology. From everyday purchases to memorable experiences, Masterpass makes shopping easier than ever leveraging the most advanced methods of payment security available today. For more information on Masterpass, visit www.masterpass.com.

About Mastercard

Mastercard (NYSE:MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardNews](https://twitter.com/MastercardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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.

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Contact:

Mastercard Communications
Robyn Cottelli, 914.249.1347
robyn.cottelli@mastercard.com

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