

Dunkin' Brands, in Partnership with the NAACP, Continues Work Towards Increasing Diversity in the Franchising Industry
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-Dunkin' Brands to Host Complimentary Franchising 101 Webinar in Collaboration with the IFA Educational Foundation Diversity Institute-

CANTON, Mass., Oct 28, 2014 /PRNewswire/ -- Dunkin' Brands Group, Inc. (Nasdaq: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, announced that it will host a new educational webinar as part of its Diversity in Franchising Initiative in partnership with the National Association for the Advancement of Colored People (NAACP).

The goal of the initiative, which was announced at the NAACP's national convention in July, is to increase the number of franchised businesses owned by people of color in both the quick service restaurant sector and across the spectrum of franchise concepts in today's marketplace.

In support of this objective, Dunkin' Brands will host a complimentary Franchising 101 webinar on Thursday, November 6 from 3 p.m. to 4 p.m. (EDT) in collaboration with the International Franchise Association (IFA) Educational Foundation's Diversity Institute.

This franchising education session, which is open to all individuals interested in learning about the power of franchising, will provide a thorough overview of the industry, franchising business model, resources and tips to get started. Visit <http://franchisingevents.dunkinbrands.com> to register.

"Dunkin' Brands and the NAACP are excited to work with the IFA Educational Foundation to provide African-Americans and other entrepreneurs with a path to business ownership," said Grant Benson, CFE, vice president of global franchising and business development, Dunkin' Brands.

"The IFA is always looking to promote diversity and inclusion within franchising through educational programs and cultivating relationships with key partners around the country," said Miriam Brewer, CFE, senior director of education and diversity. "We fully support Dunkin' Brands' and the NAACP's mission to grow minority presence within the industry, and are thrilled to participate in the Diversity in Franchising's first ever Franchising 101 Webinar."

Dunkin' Brands also recently participated in Economic Development workshops at the NAACP's annual state conventions in Michigan, Texas, Florida, California and Georgia. These workshops, sponsored by NAACP's Economic Department, are designed to provide resources and tools to NAACP members to encourage economic advancement. Dunkin' Brands' involvement helped to raise awareness on the benefits of franchising and highlight existing resources that will help qualified candidates overcome information barriers associated with franchising.

"The attendees at our NAACP state conventions in Michigan, Texas, Florida, California and Georgia have had a firsthand opportunity to learn more about the Diversity in Franchising Initiative and the power of franchising," said Dedrick Asante - Muhammad, senior director, NAACP Economic Department. "We're excited to work with Dunkin' Brands to continue providing educational resources on the business development opportunities within the franchise sector and the role franchising can play in creating community and economic development opportunities in communities of color."

The company will host three more webinars in November to discuss franchise opportunities specific to Dunkin' Donuts and Baskin-Robbins. Webinar topics and dates include:

- **Baskin-Robbins Franchising Opportunities**
Wednesday, November 12th from 3 p.m. to 4 p.m. (EDT)
- **Dunkin' Donuts Franchising Opportunities**
Thursday, November 13th from 3 p.m. to 4 p.m. (EDT)
- **Baskin-Robbins Shops For Sale**

Tuesday, November 18th from 3 p.m. to 4 p.m. (EDT)

About Dunkin' Brands

With more than 18,000 points of distribution in nearly 60 countries worldwide, Dunkin' Brands Group, Inc. (Nasdaq: DNKN) is one of the world's leading franchisors of quick service restaurants (QSR) serving hot and cold coffee and baked goods, as well as hard-serve ice cream. At the end of fiscal 2013, Dunkin' Brands' nearly 100 percent franchised business model included nearly 11,000 Dunkin' Donuts restaurants and 7,300 Baskin-Robbins restaurants. Dunkin' Brands Group, Inc. is headquartered in Canton, Mass.

About National Association for the Advancement of Colored People (NAACP)

Founded in 1909, the NAACP is the nation's oldest and largest nonpartisan civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities. You can read more about the NAACP's work and its five "Game Changer" issue areas [here](#).

About the International Franchise Association

The International Franchise Association is the world's oldest and largest organization representing franchising worldwide. Celebrating over 50 years of excellence, education and advocacy, IFA works through its government relations and public policy, media relations and educational programs to protect, enhance and promote franchising. Through its media awareness campaign highlighting the theme, Franchising: Building Local Businesses, One Opportunity at a Time, IFA promotes the economic impact of the more than 825,000 franchise establishments, which support nearly 18 million jobs and \$2.1 trillion of economic output for the U.S. economy. IFA members include franchise companies in over 300 different business format categories, individual franchisees and companies that support the industry in marketing, law and business development.

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