

Full Rules – Contest 1 (8/9/10-9/5/10):

Dunkin' Donuts Community Champions – Official Rules

NO PURCHASE OR OTHER CONSIDERATION IS NECESSARY TO PARTICIPATE IN THIS PROMOTION; PURCHASE DOES NOT INCREASE CHANCES OF WINNING.

How to Enter for a Chance to Win

The contest/promotion runs from August 9- September 5, 2010. There is one (1) way to enter:

Visit www.dunkincommunitychampions.com and follow the online entry instructions. Vote for your favorite Dunkin' Donuts location from the list of stores found at www.dunkincommunitychampions.com. In addition, for helping us to recognize the Dunkin' Donuts store, one prize will be awarded at random from all entries received supporting the winning store on or about September 7, 2010 and winner will be notified by phone and/or mail. All entries must be filled out completely to be considered a valid entry.

Prize

The prize consists of :

(1) Free Coffee for a Year, to be provided in the form of Dunkin' Donuts Cards in the total amount of \$1,000.

Non-cash prizes are not redeemable for cash. Sponsor (defined below) reserves the right, in its sole discretion, to substitute any prize with one of equal or greater value. Winner may not request prize substitution. Prizes are non-transferable and may not be claimed or used by any person other than the winner. Winner must claim prizes in person or as otherwise instructed by Sponsor within 30 days after the end of the contest. Prizes not claimed within the 30-day period will be forfeited.

Eligibility

All entrants must be at least 18 years old and legal residents of the United States, living or working in the total survey area (as defined by Arbitron) of a Greater Media Boston radio station. Employees (including their immediate families and members of the same household) of Sponsor, Greater Media Boston, and their respective affiliates, and advertising and promotional agencies are not eligible to participate in this contest. The term "immediate family" includes spouses, siblings, parents and legal guardians, children and legal wards, grandparents, and grandchildren, including "in-laws." Limit one entry per person; multiple entries will disqualify the entrant. Void where prohibited.

Release

By entering, all participants agree to release and hold harmless Dunkin' Donuts, Greater Boston Radio, Inc., the Dunkin' Donuts and Baskin-Robbins Community Foundation and each of their respective parents, subsidiaries, affiliates, franchisees, directors, officers, employees and agents (collectively, the "Released Parties") from any and all liability and any injuries, loss or damage of any kind arising from or in connection with this contest and any prize won. Winner will be required to sign a form releasing the Released Parties from all liability in connection with the promotion and the award and use of the prize before claiming the prize. Winner must sign an affidavit of eligibility and publicity release in order to claim prize, except where prohibited by law.

Disclaimer

The Released Parties undertake no liability or responsibility, and make no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the contest, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or travel to/from or attendance at any event relating to the contest, by the winner and/or winner's guest(s). The Released Parties are not responsible for damage to a prize or loss of a prize after the prize has been claimed. The Released Parties are not responsible for technical, hardware or software failure or malfunctions, lost or unavailable network or other telecommunications connections, or lost, late, misdirected, damaged, illegible, inaccurate, incomplete, garbled, disconnected, or delayed contest entries or communications, whether caused by the sender or by any of the equipment or programming associated with or used in this contest, or

by any human error which may occur in the execution of this promotion. If, for any reason, the promotion is not capable of being conducted as planned, including but not limited to infection by computer virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of Sponsor, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the promotion and/or determine an alternate method of awarding the prize(s).

License

Entry into any contest/promotion constitutes full permission for Sponsor, Greater Media Boston and their respective affiliates to broadcast and/or to photograph or publish the participant's name, voice, recorded comments, biographical information, face and likeness without compensation.

Taxes

Sponsor or its designee will report the total value of each prize to the IRS and will furnish winners with a federal Form 1099. Winners must provide their social security number to Sponsor or its designee for tax reporting purposes, and are solely responsible for payment of all taxes incurred as a result of the award of a prize. Winner will only be taxed on the Free Coffee portion of the prize, valued at \$1,000.

General

Failure to conform to all contest/promotion rules, or any fraud or other illegal or inappropriate conduct on the part of a contestant or on a contestant's behalf, will result in the contestant's disqualification and forfeiture of any prize won. Sponsor reserves the right to rule ineligible participants who, in Sponsor's sole judgment, engage in abusive conduct with respect to any contest or promotion conducted by Sponsor or its affiliates. Sponsor reserves the right to cancel, suspend and/or modify this promotion and these Official Rules at any time, which changes will become effective upon announcement. By taking part in this promotion, participants agree to be bound by these rules and all decisions of the judges selected by Sponsor and whose decisions with respect to all aspects of the promotion are final and binding. Copies of written promotion rules and the list of winners are available during regular business hours at the offices of Greater Media Boston, 55 Morrissey Blvd., Boston, MA 02125, for 60 days after the contest concludes.

As a condition to participating in this promotion, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this promotion shall be resolved individually, without resort to any form of class action, exclusively before a court located in Boston, MA having competent jurisdiction, which court shall apply the laws of the Commonwealth of Massachusetts, without regard to the conflicts of law principles thereof. The entrant and Released Parties hereby waive any and all right to trial by jury. If any provision of these Official Rules is declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law.

All federal, state and local laws and regulations apply.

Sponsor: Dunkin' Brands, Inc. as Master Servicer and DB AdFund Administrator LLC, 130 Royall Street, Canton, MA 02021