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Dunkin' Donuts Reaches a New Milestone of Five Million DD Perks® Rewards Program Members

Dunkin' Donuts thanks loyal DD Perks members and offers 50 bonus points on their next purchase when using an enrolled DD card

CANTON, Mass., Aug. 22, 2016 /PRNewswire/ -- [Dunkin' Donuts](#) today announced that the brand's DD Perks® Rewards program has reached an exciting new milestone of more than five million members. As a way to celebrate the achievement and thank the brand's loyal fans, Dunkin' Donuts is offering 50 Bonus Points for each DD Perks member on their next purchase when using an enrolled DD Card, through Sunday, August 28th.

"The number of DD Perks members has more than doubled in less than two years, which has surpassed all of our goals," said Sherrill Kaplan, Vice President of Digital Marketing and Innovation for Dunkin' Donuts U.S. "Our loyal guests are always top of mind in everything we do, and with DD Perks we have continued to provide an experience that adds value to each trip our guests take to Dunkin' Donuts. We look forward to keeping our loyal guests running on Dunkin' with product offers, exclusive rewards and our newest offering, On-the-Go Ordering."

With the DD Perks Rewards program, guests earn five points for every dollar they spend on qualifying purchases at Dunkin' Donuts when they pay using an enrolled Dunkin' Donuts Card, either plastic or via the Dunkin' Mobile App. Once a member accrues 200 points, he or she receives a coupon for a free any-size beverage of their choice, redeemable at participating Dunkin' Donuts restaurants. DD Perks members also receive a coupon for a free, any-size beverage upon enrollment and on their birthday. Additionally, throughout the year DD Perks members receive exclusive, personalized, special offers to earn bonus points for specific food and beverage purchases. To enroll in DD Perks and for complete details about the program, visit www.DDPerks.com.

Dunkin' Donuts guests also have the exclusive opportunity to order ahead and speed past the line in store through On-the-Go Ordering, which was just recently launched in June 2016. With On-the-Go Ordering, DD Perks members can place a mobile order up to 24 hours in advance, select their desired location, and then simply confirm via the new Dunkin' Donuts Mobile App when they are ready to pick up their order inside the restaurant, or at the drive-thru. The order is automatically paid for using their Dunkin' Donuts Card within the App. In the restaurant, DD Perks Members have no need to wait, as they can speed past the line in store and go straight to pick up their items at a designated area. They also have the ability to save their recent orders as a favorite to speed up their next Dunkin' run. To enjoy On-the-Go Ordering, DD Perks members nationwide must download the newest version of the popular Dunkin' Donuts Mobile App, called "New Dunkin' Donuts" in the App Store or Google Play Store.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts), Instagram (www.instagram.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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 10 years running. The company has more than 11,900 restaurants in 44 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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