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CONTACT: Jessica Lappen/Caitlin Melnick
On Behalf of Baskin-Robbins
617-536-3300
jlappen@schneiderpr.com OR
cmelnick@schneiderpr.com

**BASKIN-ROBBINS PARTNERS WITH HERSHEY'S TO CREATE
MENU OF SWEET SATISFACTIONS**

***Two American Favorites Renew Their Vows with the Return
of Candy Bar Madness***

CANTON, Mass. (Feb. 19, 2008) – Candy Bar Madness is back at Baskin-Robbins! America's favorite neighborhood ice cream shop has again teamed up with America's favorite candy company, The Hershey Company, to create cravable ice cream and candy concoctions. Baskin-Robbins is offering 13 candy-infused ice cream treats that will satisfy any candy-lover's craving. The popular menu line-up has expanded with the introduction of three new YORK® Peppermint Pattie-inspired ice cream offerings and the return of REESE'S® Peanut Butter Cup and HEATH® ice cream treats. The offerings are available nationwide for a limited time, while supplies last, Feb. 18 through June 1, 2008.

Americans have been passionate about Baskin-Robbins and Hershey for decades, so it's a no-brainer that mixing the two brands together has become a sweet craze. Along with the delicious Candy Bar Madness treats, Baskin-Robbins boasts other popular candy flavors, including: Everyone's Favorite Candy Bar, Rock 'n Pop Swirl, Pink Bubblegum, and Cotton Candy. Customers are also welcome to create their own special treat by adding any of the sweet sundae toppings, including REESE'S Peanut Butter Sauce, to a favorite ice cream flavor.

"Both Baskin-Robbins and Hershey are classic American brands that make a fantastic combination," said Scott Colwell, Baskin-Robbins vice president of marketing. "This partnership creates products our customers will go crazy for. No one can resist chocolate candy mixed with delicious ice cream, a fun American tradition."

CANDY BAR MADNESS

Baskin-Robbins is pleased to offer a *maddening* array of treats for the candy and ice cream fanatics. The frozen treats are available at participating Baskin-Robbins stores nationwide through June 1, 2008 and are an easy, cost-effective way to cure a craving without breaking the bank.

NEW! YORK® Peppermint Pattie treats –

- **YORK Peppermint Pattie ice cream:** Mint flavored ice cream with a dark chocolate mint ribbon and mini YORK Peppermint Pattie candies.
- **YORK Peppermint Pattie Brownie Sundae:** A triple layer sundae made with YORK Peppermint Pattie ice cream, hot fudge, and brownie pieces, topped with whipped cream and drizzled in chocolate.
- **YORK Peppermint Pattie Shake:** YORK Peppermint Pattie ice cream layered on top of hot fudge, topped with whipped cream and chocolate drizzle.

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REESE'S® Peanut Butter Cup treats –

- **REESE'S Peanut Butter Cup ice cream:** Vanilla ice cream loaded with pieces of REESE'S Peanut Butter Cup, now also available in pre-packed quarts to take home.
- **REESE'S Peanut Butter Cup Sundae:** A triple layer sundae made with REESE'S Peanut Butter Cup ice cream, REESE'S Peanut Butter Sauce, and chopped REESE'S Peanut Butter Cups, topped with whipped cream.
- **REESE'S Peanut Butter Cup Shake:** A blend of REESE'S Peanut Butter Cup and Peanut Butter 'n Chocolate ice creams and REESE'S Peanut Butter Sauce, layered on top of hot fudge, topped with whipped cream and chopped REESE'S Peanut Butter Cups.
- **REESE'S Peanut Butter Cup Pie:** Chocolate pie crust layered in fudge and REESE'S Peanut Butter Cup ice cream, topped with fudge, whipped cream and REESE'S Peanut Butter Cup pieces.

HEATH® treats –

- **HEATH ice cream:** Toffee-flavored ice cream with HEATH pieces and a caramel ribbon, now also available in pre-packed quarts to enjoy at home.
- **HEATH Sundae:** A triple layer sundae made with HEATH ice cream, hot fudge, and chopped HEATH pieces, topped with whipped cream.
- **HEATH Shake:** A blend of HEATH and Jamoca® ice creams, chopped HEATH pieces and caramel, layered on top of caramel, topped with whipped cream and chopped HEATH pieces.
- **HEATH Cappuccino Blast®:** A blend of HEATH ice cream and coffee, HEATH pieces and caramel, topped with whipped cream and HEATH pieces.

KISSES® treats –

- **KISSABLES® Cake:** Vanilla frosted nine inch round cake with whipped topping borders, decorated with colored gel brush strokes and topped with Hershey's KISSABLES candies. A perfect fit with Baskin-Robbins Fudge Crunch cake, a layer of fudge and chocolate crunchies in between a layer of Vanilla and Chocolate ice creams (Serves 12 – 16).
- **Candy Crazy Cake Topped with Hershey's KISSES chocolates:** Chocolate frosted 2/3 sheet cake with whipped topping borders, drizzled in chocolate and topped with KISSES chocolates. A perfect fit with Fudge Crunch cake (Serves 12 - 16).

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by *Entrepreneur* magazine's 29th annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 5,900 retail shops in more than 40 countries. Baskin-Robbins was founded by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit www.baskinrobbins.com.

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