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**BASKIN-ROBBINS® AND MARS® MIX UP A MENU
OF DELECTABLE TREATS FOR A SWEET SATISFACTION**

Candy Bar Madness is Back by Popular Demand

CANTON, Mass. (March 2, 2009) – Candy Bar Madness is back at Baskin-Robbins! For its third consecutive year offering Candy Bar Madness, America’s favorite neighborhood ice cream shop is quickly becoming America’s favorite *candy* shop with ice cream. Baskin-Robbins has teamed up with MARS® to create delicious pairings of ice cream and candy-blended frozen treats. Featuring two of the top ten most popular candies in the country – Snickers® is America’s #1 candy bar and M&M’s® is America’s #1 candy brand. These multicolored candy-infused treats will be available at participating Baskin-Robbins locations, while supplies last beginning March 2.

It is no surprise that the fusion of these two iconic brands results in such a yummy outcome. Americans have long been enthusiastic about both Baskin-Robbins and MARS® brand candy. In addition to the delectable Candy Bar Madness delights, customers are also welcome to concoct their own unique treat by mixing any of the candy toppings with the ice cream of their choice.

“Ice cream and candy—it seems like you can’t have one without the other,” said Scott Colwell, Baskin-Robbins brand marketing officer worldwide. “Baskin-Robbins and MARS® have proven that by partnering up to create flavors ice cream-lovers can’t resist. We are taking Candy Bar Madness to a whole new irresistible level by offering a maddening array of candy-infused treats made with satisfying Snickers® and classic M&M’s®. The hardest part is deciding which one to get.”

CANDY BAR MADNESS

Baskin-Robbins is pleased to offer a dizzying array of candy filled frozen treats for candy and ice cream fanatics alike. The frozen treats will be available at participating Baskin-Robbins locations nationwide and are an easy, affordable way to treat the family without breaking the bank.

Flavors of the Month-

- **made with Snickers® Ice Cream:** Buttery caramel ice cream made with Snickers® and swirled with a caramel ribbon.
- **made with M&M’s® Ice Cream:** Rich chocolate ice cream made with M&M’s®, chunks of chocolate chip cookie dough pieces and a fudge ribbon.

-more-

Sundaes

- **made with Snickers® Sundae:** Three scoops of ice cream made with Snickers®, layered with caramel and crushed Snickers® pieces, topped with more caramel, hot fudge, whipped cream and more crushed Snickers® pieces.
- **made with M&M's® Sundae:** Three scoops of ice cream made with M&M's®, layered with hot fudge and M&M's®, topped with more hot fudge, marshmallow, whipped cream and more M&M's®.

About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by *Entrepreneur* magazine's 30th 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 6,000 retail shops in 35 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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