



June 12, 2015

Baskin-Robbins Gives Liverpool FC Fans in Malaysia the Chance to Win the Ultimate Fan Experience

Sweepstakes Celebrates Liverpool FC's Upcoming Summer Southeast Asia Tour and Baskin-Robbins' Delicious Range of Ice Cream Flavors

KUALA LUMPUR, MALAYSIA -- (Marketwired) -- 06/12/15 -- [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, today announced the kick-off of a sweepstakes in partnership with Liverpool FC (LFC), one of the world's most historic and famous football clubs. The sweepstakes will give fans in Malaysia the chance to score the ultimate LFC fan experience during the club's upcoming summer Southeast Asia tour and also celebrate Baskin-Robbins' wide range of delicious ice cream flavors and frozen treats.

From now through June 30th, Baskin-Robbins guests in Malaysia can earn an entry into the sweepstakes when spend at least RM12 during their Baskin-Robbins visit and answer a trivia question about Baskin-Robbins and LFC. One lucky grand prize winner will receive two VIP tickets to the LFC match against Malaysia XI on July 24th in Kuala Lumpur, two tickets to a closed LFC training session and two tickets to an exclusive meet and greet with LFC players. Additionally, five 2nd prize winners will receive two match tickets, two tickets to an open LFC training session and two tickets to an exclusive meet and greet with LFC players.

"As the official ice cream partner for LFC, we're excited to offer our fans in Malaysia the chance to win this ultimate LFC fan experience," said Celia Ho, Field Marketing Manager, Southeast Asia, Baskin-Robbins. "We're looking forward to giving a lucky Baskin-Robbins and LFC fan in Malaysia a once-in-a-lifetime football experience when the team visits Kuala Lumpur this July."

In 2013, Dunkin' Brands Group, Inc. (NASDAQ: DNKN), the parent company of Dunkin' Donuts and Baskin-Robbins, announced a multi-year marketing partnership with LFC to support global expansion of the Dunkin' Donuts and Baskin-Robbins brands. Under the agreement, Dunkin' Donuts is the official coffee, tea and bakery partner for LFC, and Baskin-Robbins is the official ice cream partner. The partnership is helping both Dunkin' Brands and LFC further engage with their fans around the globe through joint promotions, digital and print advertising, and appearances during pre-season tours.

To learn more about Baskin-Robbins, please visit:

Website: www.baskinrobbins.com.my

Facebook: MYBaskinRobbins

Image

Baskin-Robbins Gives Liverpool FC Fans in Malaysia the Chance to Win the Ultimate Fan Experience

<http://release.media-outreach.com/i/Download/3099>

Company Logo

<http://release.media-outreach.com/i/Download/3094>

About Baskin-Robbins

Baskin-Robbins, the world's largest chain of ice cream specialty shops, creates and markets innovative, premium hard scoop ice cream, custom ice cream cakes and a full range of beverages, providing quality and value to consumers at more than 7,500 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,200 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (NASDAQ: DNKN) family of companies. For further information, visit www.BaskinRobbins.com.

About Liverpool FC

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity

Shields

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

Contact:

Brian W. Witte
Ruder Finn Asia
65-6336-5753
[Email Contact](#)

Cherry Lui
Ruder Finn Asia
+65-6336 0729
[Email Contact](#)

Source: Dunkin' Brands Group

News Provided by Acquire Media