



RUSH HOUR RUNS ON DUNKIN'

METRO TRAFFIC AND DUNKIN' DONUTS PARTNER TO HELP SUMMER TRAVELERS

-- RushHourRunsOnDunkin.com launches today to provide summer travelers with free interactive traffic tools and the chance to "Outrun the Traffic" with a helicopter ride over their city --

New York, NY – June 9, 2010 – Metro Traffic, a leading provider of traffic information, and Dunkin' Donuts have partnered to help travelers in 25 cities avoid sitting in traffic when they hit the roads this summer. Launched today, RushHourRunsOnDunkin.com will give visitors free access to live traffic camera views, mobile and email traffic updates, and driving directions via interactive traffic maps featuring real-time traffic conditions and Dunkin' Donuts locations. Visitors to the site may also enter for a chance to beat their city's traffic altogether with a ride in a helicopter over their city. Dunkin' Donuts is also sponsoring additional radio and mobile traffic reports in the participating cities.

"For decades, Americans have been running on Dunkin' Donuts," said Michael O'Neil, Metro Traffic Regional Vice President. "Dunkin' Donuts plays an indispensable role in the daily commutes and weekend trips of millions, just like Metro Traffic. Now with RushHourRunsOnDunkin.com, Dunkin' Donuts and Metro Traffic will keep commuters running all year long, even through the toughest traffic jams."

Visitors of RushHourRunsOnDunkin.com will also have the opportunity to enter "The Outrun the Traffic Flyaway Giveaway," for their chance to outrun their city's traffic completely via helicopter. Entry restrictions and contest details for "The Outrun the Traffic Flyaway Giveaway" can be found at RushHourRunsOnDunkin.com. The contest ends 9/26/10.

According to AAA, over 32 million people traveled away from home this past Memorial Day weekend, up 5% from last year. In addition, according to a new Deloitte survey, nearly six out of 10 respondents plan to take a trip between June 1st and Labor Day, with more than one-quarter expecting to spend more money on their summer trips than they spent last year. On a daily basis, the US Census reports that 9 out of 10 commuters drive to work and most commutes are over an hour.

RushHourRunsOnDunkin.com includes local traffic incidents, traffic camera views and driving directions for over 25 U.S. cities. Users can sign up to receive free mobile traffic alerts for their custom commute sent to their cell phone or email. Local interactive traffic maps will also display the nearest Dunkin' Donuts locations. RushHourRunsOnDunkin.com will be promoted through Metro Traffic's radio and interactive traffic report sponsorships.

About Metro Traffic, a Westwood One Company

Westwood One, Inc. (NASDAQ: WWON) is one of the nation's largest providers of network radio programming and one of the largest domestic outsourced providers of traffic information in the U.S. Westwood One serves approximately 5,000 radio and 170 television stations in the U.S. Westwood One provides over 150 news, sports, music, talk and entertainment programs, features and live events to numerous media partners. Through its Metro Traffic business, Westwood One provides traffic reporting and local news, sports and weather to approximately 2,200 radio and 170 television stations. Westwood One also provides digital and other cross-platform delivery of its Network and Metro Traffic content to over 700 radio, television and newspaper affiliates.

About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite every day, all-day stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories, and the largest coffee and baked goods chain in the world. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for four years running. The company has more than 9,000 restaurants in 31 countries worldwide. In 2009, Dunkin' Donuts' global system-wide sales more than \$5.6 billion. Based in Canton, Massachusetts, Dunkin' Donuts is a subsidiary of Dunkin' Brands, Inc. For more information, visit www.DunkinDonuts.com.

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