



No Foolin': KRISPY KREME® to Give All Guests One FREE Original Glazed® Dozen on April 5 if Women's or Men's Basketball Championship is Decided by a Dozen Points

April 1, 2022

CHARLOTTE, N.C.--(BUSINESS WIRE)--Apr. 1, 2022-- To cap "Bracket Season" at *Krispy Kreme*, if either the women's or men's basketball championship is "decided by a dozen" points Sunday and Monday (respectively), everyone who visits a participating *Krispy Kreme* shop in the United States on Tuesday, April 5, can receive one FREE dozen Original Glazed® doughnuts.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220401005080/en/>



This is NOT an April Fool's Day joke!

Twenty years ago, both the women's and men's national basketball championships were decided by 12 points – the only time in the history of the tournaments that has happened in the same year.

In 2002, the University of Connecticut defeated the University of Oklahoma 82-70 in the women's championship and the University of Maryland beat Indiana University Bloomington 64-52 in the men's final. Combined, the men's and women's championships have been decided by a dozen points nine times in 121 games dating to the 1930s. So far in the 2022 men's and women's tournaments, a total of five games have been decided by a dozen.

Should either championship game be decided by a dozen, each guest who visits a participating Krispy Kreme shop in the United States (either in shop or via drive thru) on April 5 may receive one dozen Original Glazed doughnuts while supplies last.

To sweeten the experience, through April 4 everyone who joins *Krispy Kreme Rewards*

KRISPY KREME® to Give All Guests One FREE Original Glazed® Dozen on April 5 if Women's or Men's Basketball Championship is Decided by a Dozen Points. (Photo: Business Wire)

can get a dozen Original Glazed doughnuts for just \$1 with the purchase of any regularly priced dozen** and a free Original Glazed doughnut for showing proof of either a busted or booming bracket for any tournament.***

Share how you're enjoying the games with *Krispy Kreme* doughnuts by using #DecidedByADozen and tagging @krispykreme on social media. Learn more by visiting <https://www.krispykreme.com/promos/bracketseason>.

About Krispy Kreme

Headquartered in Charlotte, N.C., Krispy Kreme (NASDAQ: DNUT) is one of the most beloved and well-known sweet treat brands in the world. Our iconic Original Glazed® doughnut is universally recognized for its hot-off-the-line, melt-in-your-mouth experience. Krispy Kreme operates in over 30 countries through its unique network of doughnut shops, partnerships with leading retailers, and a rapidly growing e-Commerce and delivery business. Our purpose of touching and enhancing lives through the joy that is Krispy Kreme guides how we operate every day and is reflected in the love we have for our people, our communities and the planet. Connect with Krispy Kreme Doughnuts at www.KrispyKreme.com, or on one of its many social media channels, including www.Facebook.com/KrispyKreme, and www.Twitter.com/KrispyKreme.

* If either the 2022 NCAA Men's Division I or Women's Division I Championship Basketball Games is decided by twelve (12) points, you will receive one Original Glazed® Dozen doughnuts on 4/5/22. Offer valid at participating U.S. Krispy Kreme shops, while supplies last. Not valid in Puerto Rico, Canada or Times Square. Offer excludes Mini Doughnuts. Limit 1 dozen doughnuts per guest, regardless of the number of games decided by 12 points. Not valid for online redemption. Not combinable with any other offer, discount or coupon. Not valid for delivery or online ordering. Not redeemable at grocery or convenience stores. Customer pays any sales tax. Void where prohibited. ©2022 Krispy Kreme Doughnut Corp.

** Buy any dozen or 16-count mini doughnuts to receive an Original Glazed® Dozen doughnuts for \$1. Offer valid through 4/4/22 at participating U.S. Krispy Kreme shops and is subject to product availability. For list of participating shops, visit <https://www.krispykreme.com/promos/bracketseason>. Limit 1 redemption per person during the offer period. In shop, scan barcode in Rewards app or provide account phone number. Online, promo code required. Must be a Krispy Kreme Rewards member. Not valid in Times Square. Not valid in Puerto Rico. Offer is not combinable

with any other offer, discount or coupon. Void where prohibited. Not redeemable at grocery or convenience stores. No cash or credit back. Sales tax may apply and is extra.

**** Bring your bracket of any sport, activity, or event (booming, busted, or otherwise) to a participating U.S. Krispy Kreme shop through 4/4/22 to receive 1 Original Glazed® doughnut, subject to product availability. Limit 1 redemption per guest per day. Not valid for delivery or online ordering. Not valid in Times Square. Not valid in Puerto Rico. Offer is not combinable with any other offer, discount, or coupon. Void where prohibited. Not redeemable at grocery or convenience stores.*

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Source: Krispy Kreme