Trick-or-Treat: You Are What You Eat at Domino's Pizza(R)

October 21, 2010

Domino's Pizza designs great, last-minute costume idea for one of its busiest nights

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Trick-or-treat, give me something good to eat -- like Domino's pizza! As dinnertime arrives on Oct. 31, families around the nation will order enough pizza to make it one of the busiest days of the year for Domino's who will deliver more than 1 million pizzas to trick-or-treating households across the United States. Not only will Domino's deliver pizza right to your door, they have designed an inexpensive idea for a homemade Halloween costume -- a slice of pizza!

(Photo: http://photos.prnewswire.com/prnh/20091020/DE95433)

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If you are looking for an original Halloween costume, the Domino's pizza slice is an easy, affordable and creative option for you. Those ready to trick-or-treat, can go to www.facebook.com/dominos and look for the "Halloween" tab for step-by-step instructions on how to make a perfect Domino's pizza slice costume. Make sure to upload photos of your pizza slice costumes on our Facebook page -- we look forward to seeing all the creative costumes.

"Ordering dinner from Domino's Pizza gives families and trick-or-treaters one less thing to worry about on Halloween," said Chris Brandon, spokesperson for Domino's Pizza. "Domino's will take care of delivering dinner while everyone puts last minute touches on their pizza slice costume before heading out to trick-or-treat."

In addition to all this other spooky fun, Domino's wants to see how customers spend Halloween with Domino's Pizza. Starting Oct. 21 and until Nov. 3, fans can upload pictures of their ghostly pizza parties, pumpkin carvings or costumes to www.facebook.com/dominos. Pictures that meet Domino's approval will be collected into an album on the Domino's Facebook page. Full submission guidelines will be posted on the Domino's Facebook page.

Traditionally, Halloween ranks as one of the top five busiest days for pizza delivery in the United States. Other top days for Domino's are Super Bowl Sunday, Thanksgiving Eve, New Year's Eve and New Year's Day.

To locate a local Domino's store or place an order online, please visit www.dominos.com.

About Domino's Pizza(R)

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery. Domino's is listed on the NYSE under the symbol "DPZ." Through its primarily locally-owned and operated franchised system, Domino's operates a network of 9,169 franchised and Company-owned stores in the United States and over 60 international markets. The Domino's Pizza(R) brand, named a Megabrand by Advertising Age magazine, had global retail sales of over $5.6 billion in 2009, comprised of nearly $3.1 billion domestically and over $2.5 billion internationally. During the third quarter of 2010, the Domino's Pizza(R) brand had global retail sales of nearly $1.4 billion, comprised of over $747 million domestically and nearly $650 million internationally. In June 2010, Pizza Today, the leading publication of the pizza industry, named Domino's its "Chain of the Year" - making the company a two-time winner of the honor, which it previously received in 2003. Domino's has expanded its menu significantly since 2008 to include Oven Baked Sandwiches and BreadBowl Pasta(TM), and in 2009 debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up with new sauce, cheese and garlic seasoned crust.

Order - www.dominos.com

Mobile - http://mobile.dominos.com

Info - www.dominosbiz.com

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