



Hectic Holidays? Domino's Pizza is Making This Year Easy as Pumpkin Pie

November 22, 2010

Domino's eases holiday shopping stress with "Feed the Shoppers" Twitter giveaway

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Domino's Pizza, Inc. (NYSE: DPZ), **the recognized world leader in pizza delivery**, along with families across the nation, is getting ready for the hustle of the holidays! The night before people enjoy a Thanksgiving Day feast with friends and family, many choose the convenience of fueling up on pizza - making Thanksgiving Eve one of the busiest nights of the year for Domino's.

Because so many will make this Wednesday night a family pizza night, Domino's will be delivering more than 1.1 million pizzas to homes across the country.

"As weary travelers roll into their destinations the night before turkey day, Domino's Pizza is making sure a delicious, hot meal for the family is only a few clicks or a phone call away," said Chris Brandon, Domino's Pizza spokesperson. "It's one of those days we circle on the calendar well in advance. Our stores stock up on ingredients and get plenty of delivery drivers ready to make sure we meet the needs of our hungry customers across the nation."

A day consumers have circled is the day after Thanksgiving - of course, to take advantage of big savings. From Black Friday to Cyber Monday, the big deals of the long weekend bring with them a bit of shopping madness. Domino's hopes to ease the insanity with its *Feed the Shoppers* Twitter giveaway.

Beginning today through Dec. 5, 2010, customers can enter to win a free meal in the form of a \$15 Domino's Pizza gift card at twitter.com/dominos. To enter, consumers simply must follow @Dominos and tweet the phrase, "I'm entered to win a free meal from Domino's (\$15). Follow @Dominos & RT to enter! #feedtheshoppers Rules: http://bit.ly/dpz_fts".

Domino's will give away 20 gift cards every day during the 2-week period.

"We want everybody to have a stress-free holiday shopping experience, which means giving them a break from the madness to enter to win some pizza on us," said Brandon. "Use the winnings for yourself when you don't feel like cooking after a long shopping marathon. Or better yet, use it as a gift to mark a name off your holiday shopping list."

Consumers hungry for an easy and affordable gift this season can also visit www.dominos.com to treat family and friends to a Domino's gift card. Gift cards are available in denominations of \$5 to \$100 and are redeemable online.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID IN ALASKA, HAWAII, AND WHERE PROHIBITED. Sweepstakes ends 12/5/10. For Official Rules, prize descriptions and odds disclosure, and to enter, visit <http://more.dominos.com/2010/11/feed-the-shoppers/>. Sponsor: Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106.

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 BreadBowlPasta(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.

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Info - www.dominosbiz.com

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