



## Domino's Pizza Continues Its Reinvention by Revamping New Chicken

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### Domino's to share story as told by the chicken chef himself

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ANN ARBOR, Mich., Feb. 21, 2011 /PRNewswire/ -- **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is not slowing down when it comes to improving its menu. Beginning today, customers can try the debut of its new chicken - the next chapter in the Domino's story of reinvention, transparency and delivering on what customers ask for. The campaign will mark the first time Domino's has run a national promotion around its chicken products since 2002.

Customers have spoken, and Domino's continues to listen and respond. Available for delivery and carryout beginning today, the latest permanent menu feature for Domino's consists of two newly revamped chicken products - boneless chicken and wings - accompanied by a brand new national campaign that takes people through the story of an unlikely, hopeful hero within the Domino's test kitchen.

"We want to continue innovating, and reinventing our menu and brand - and our new chicken is the next chapter of our story," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "Not only are our new boneless chicken and wings much improved based on customer feedback, but we are again opening our doors and letting consumers see the real people - behind the real story - talk about how this came about."

The real person behind this story is Tate - the secluded chicken chef within a pizza company. Tasked with an opportunity to execute the rebirth of a product not often at the forefront of the minds of Domino's fans, Tate's story is the highlight of a campaign designed to take consumers through the challenges and triumphs of leading such a project. The result is a product that everyone at Domino's is excited to add to its proud menu - one consisting of much more than just pizza.

The new, tastier chicken wings are available in hot, BBQ and new Sweet Mango Habanero - while the new boneless chicken gives customers more choice on how to customize to their specific tastes. In addition to the new boneless chicken, made with 100 percent whole white breast meat lightly breaded with savory herbs, a selection of dipping sauces will provide multiple options. These are sure to please those who either want to spice things up with Sweet Mango Habanero or Kickers Hot sauces, or go with more traditional dipping options like BBQ sauce or Ranch.

"Over 80 percent of our menu consists of new, permanent menu items introduced since 2008, so the desire to continue getting better goes well beyond just our pizza," said Russell Weiner, Domino's Pizza chief marketing officer. "Tate's story will give consumers another peek within the Domino's world, and combines an underdog success story with our desire to continue creating great food."

"The feedback we heard from consumers was that they wanted more choice and customization with the boneless chicken," said Weiner. "And of course, we know how loyal wing-lovers are, so we strived to deliver on providing a better texture and flavor."

Beginning March 2, coinciding with the start of the TV campaign, consumers will be able to provide their feedback on the new chicken, as well as view the full documentary about Tate by visiting [more.dominos.com](http://more.dominos.com).

### **OUR CHALLENGE TO THE MEDIA: Let us help you TRY THE NEW CHICKEN - and see for yourself!**

Contact us at [PR@dominos.com](mailto:PR@dominos.com) so we can arrange a delivery of our new chicken - boneless or wings both available.

*\*\*Make sure to include contact information, including phone number.*

*We would love to hear what you think via Twitter or Facebook; and if you have any additional feedback, feel free to email us at [PR@dominos.com](mailto:PR@dominos.com).*

*High resolution logos, photographs and b-roll clips are available at <http://media.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." During the third quarter of 2010, Domino's had global retail sales of nearly \$1.4 billion, comprised of over \$747 million domestically and nearly \$650 million internationally. Domino's Pizza had global retail sales of over \$5.6 billion in 2009, comprised of nearly \$3.1 billion domestically and over \$2.5 billion internationally. In June 2010, Pizza Today named Domino's its "Chain of the Year" - making the company a two-time winner of the honor. In late 2009, Domino's debuted its 'Inspired New Pizza' - a permanent change to its hand-tossed product, reinvented from the crust up. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's Pizza is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list.

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