



Domino's Pizza Becomes First Pizza Delivery Company to Win Back-To-Back Chain of the Year Honors from Pizza Today Magazine

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Leading trade publication of the pizza industry gives Domino's its third 'Chain of the Year' award

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Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery, can now call itself a back-to-back recipient and three-time overall winner of Pizza Today Magazine's *Chain of the Year* award. The No. 1 magazine in the pizza industry announced today that, coming off an unprecedented year which included the bold launch of its reformulated 'Inspired New Pizza,' Domino's has again received the distinguished honor - adding to its previous wins in 2003 and 2010.

"We have great respect for this award, so winning it in back-to-back years means so much to our system," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "We are so proud to have consumers rediscovering Domino's and valuing our desire to always listen and get better. Being recognized by the leading publication in our industry is something we do not take lightly."

"Domino's Pizza continues to excel, and the company's results over the past two years speak volumes of the leadership team and store operators," said Jeremy White, Pizza Today Magazine editor-in-chief. "Domino's has revitalized the entire category in many ways, and that is why we named them 'Chain of the Year' for the second straight year."

Helped by an effective and candid advertising campaign announcing the overhaul of its 49-year-old pizza recipe, Domino's saw a remarkable start to 2010 - a year that also marked the company's 50th anniversary. Additional highlights included cutting the ribbon on its 9,000th store worldwide, which featured celebrations in New Delhi, India, and New Orleans, La., as well as hitting the \$1 billion mark in online ordering sales since the system launched in 2007. With unprecedented advertising, media buzz and menu expansion, the same-store sales outcome was a year-end result of positive 9.9% domestic and 6.9% internationally.

"It truly was a landmark 2010, and we are especially proud of our franchisees - not only for driving our sales success, but for reconnecting with customers and striving to execute at high levels all of the time," said Doyle. "Their efforts in these ways have truly helped reshape the Domino's brand, and this award is really about them."

About Domino's Pizza®

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." As of the fourth quarter of 2010, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,351 franchised and Company-owned stores in the United States and over 65 international markets. Domino's Pizza had global retail sales of over \$6.2 billion in 2010, comprised of over \$3.3 billion domestically and over \$2.9 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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