



## Expanding Beyond World Leader in Pizza Delivery, Domino's Pizza Launches First Extended National Carryout Promotion

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**Brand new campaign highlights continued emphasis on responding to consumer demand through carryout option**

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**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is continuing to react to what consumers want, and will broaden its popular carryout specials with its first extended national carryout promotion. After positive reception from previous short-term carryout specials, Domino's will offer its *Early Week Pick-Me-Up Deal* carryout promotion on Monday through Wednesday each week, beginning today.

"Our top priority continues to be listening to consumers and, based on their feedback, exploring new choices," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "We are proud to be the undisputed delivery experts - and are very excited and optimistic about the new, growing segment of consumers interested in our carryout option."

A brand new national television campaign, starring CEO Doyle and Virginia-based Domino's franchisee Scott Boyle, light-heartedly demonstrates the importance placed on meeting customer demand - even if it is not the most accepted idea by all at Domino's. While Boyle thinks the price should be higher for such a good pizza, Doyle argues that it's what consumers want, and therefore the right thing for Domino's to do.

"Being in the commercial was fun - and while it took some convincing, in the end we agree with Patrick that listening to consumer demand is what makes Domino's what we are," said Boyle.

"The campaign is an amusing way to prove an important point - that even if an idea is unconventional according to some within Domino's, if it's what consumers have asked of us, we all eventually agree that it is well worth it," said Doyle.

Domino's has spent its recent past focusing on improving its quality and expanding its menu. The inspiration driving all of its efforts, including the new carryout campaign, has consistently been direct customer feedback.

The *Early Week Pick-Me-Up Deal* offers customers a large three-topping pizza for \$7.99, carryout only and only available Monday through Wednesday. For the remainder of the week, Domino's will launch an additional new campaign promoting its specialty pizzas line.

### 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 first quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,379 franchised and Company-owned stores in the United States and 70 international markets. During the first quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of nearly \$815 million domestically and nearly \$774 million internationally. 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 May 2011, Pizza Today named Domino's its "Chain of the Year" for the second straight year - making the company a three-time overall winner, and the first pizza delivery company to receive the honor in back-to-back years. In 2011, Domino's was ranked #1 in Forbes Magazine's "Top 20 Franchises for the Money" list. Helped by the launch of its *Domino's Smart Slice* school lunch pizza in late 2010, Domino's is collaborating with the *Alliance for a Healthier Generation* to serve healthier school foods and beverages in the United States. In late 2009, Domino's debuted its "Inspired New Pizza" - a permanent change to its hand-tossed product, reinvented from the crust up.

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