



Oh Yes They Are! Domino's Pizza to Post Direct Customer Comments - Good, Bad or Neutral - in Times Square

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Brand new campaign to display Domino's Tracker(TM) feedback on 125-foot-wide New York City billboard

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Domino's Pizza (NYSE: DPZ), **the recognized world leader in pizza delivery**, is at it again - this time launching a new campaign continuing its focus on accountability and customer feedback, daring the 500,000 people who pass through Times Square every day to take notice.

Beginning today, Domino's will begin posting recent direct customer feedback from its online ordering *Domino's Tracker*, offering many consumers the opportunity to have their responses - good, bad or neutral - posted in one of the busiest areas within the largest media market in North America.

"Our customers deserve, and have come to expect, honesty from us - and when it comes to the idea of posting direct feedback in Times Square, it really doesn't get more honest and open than this," said Patrick Doyle, Domino's Pizza president and chief executive officer. "Our hope is that most of the feedback is positive, but our top priority is that people are seeing what is real."

Domino's Tracker allows consumers the ability to follow the stages of an order, as well as the names of who in the store is responsible for every stage - all the way to the delivery driver soon to appear at the door. Through *Domino's Tracker*, consumers have the chance of having their feedback, as well as an uploaded photo, posted on a 4,630-square-foot billboard in an area known for making many famous: Times Square.

"While *Domino's Tracker* is available to phone customers as well, it is really an extension of the online ordering experience," said Doyle. "It is one more reason millions of our customers are using online and mobile ordering as their primary method of placing their order with us."

A brand new national television campaign, starring actual New York-area Domino's store managers Jess Hreniuk and Jose Castillo, shows not only the attention placed on customer feedback in the midst of a busy Domino's store - but also, the surprise of seeing the comments themselves among the bright lights of Times Square.

"Among all things that it offers, *Domino's Tracker* is really about connecting the consumer more closely with our stores," said Russell Weiner, Domino's Pizza chief marketing officer. "Jess and Jose take pride in knowing that consumers know them by name during the *Domino's Tracker* process - and use that accountability to do whatever it takes to offer the best customer experience possible."

In the latest of many 'Oh Yes We Did' moments for Domino's, this campaign will broadcast the direct feedback whether good, bad or neutral. This follows previous campaigns of honesty and openness, which include boldly admitting its old pizza wasn't up to par, swearing off fake food photography, displaying a photo of an unacceptable pizza and an apology to the customer on national television from Doyle himself - just to name a few.

Consumers who have their feedback posted in Times Square will also receive a link to a video clip of their feedback as it ran on the billboard. Consumer feedback will be featured on the Domino's billboard beginning July 25, and will run at various times each day through August 23.

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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