



## They've Gone Gourmet? Domino's Pizza Introduces High Quality Line With New Artisan Pizza

September 26, 2011

### No gimmicks necessary in new national campaign beginning today

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**Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** dares you to believe that it can truly make a gourmet pizza. Beginning today, Domino's will begin a national campaign around the latest offering in its lineup of ongoing menu expansion - Domino's Artisan Pizza.

(Photo: <http://photos.prnewswire.com/prnh/20110926/DE75115> )

Domino's is doing away with the unneeded gimmicks - and today, debuts three Domino's Artisan Pizza flavors: Spinach & Feta, Italian Sausage & Pepper Trio and Tuscan Salami & Roasted Veggie.

"We have never launched anything that showcases our quality ingredients and craftsmanship quite like Artisan Pizza," said Patrick Doyle, Domino's Pizza president and chief executive officer. "Consumers really need to see and taste these pizzas to believe them."

Before even getting to the pizza, consumers will be greeted by a signed pizza box - penned by the store manager responsible for what comes within: a carefully and uniquely crafted gourmet pizza.

"It really is yet another 'Oh Yes We Did' moment for Domino's," said Russell Weiner, Domino's Pizza chief marketing officer. "We won't stop innovating - and with this product, gimmicks are out the window and the proof will be in the pizza."

A national TV campaign beginning today shows the launch of the new pizza to be about gourmet taste - and not about gimmicks. Fabio Viviani, the celebrity chef known best for his time as a fan favorite on *Top Chef*, makes a cameo appearance in one of the commercials.

"We have great tasting hand-tossed pizza and a terrific specialty line, but the Domino's Artisan Pizzas truly take special to a whole new level," said Weiner. "The campaign is a playful way to demonstrate that for us to show believers we can be gourmet, this pizza needs no gimmicks - just consumers to simply try it."

Consumers who order Domino's Artisan Pizza through online ordering will receive a link where they can rate the pizza and let Domino's know what they think.

During the campaign, consumers can try the pizza for \$7.99 every day of the week. Domino's will also continue its Early Week Pick-Me-Up Deal, offering consumers a 3-topping pizza for \$7.99, carryout only.

### 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 second quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,436 franchised and Company-owned stores in the United States and over 70 international markets. During the second quarter of 2011, Domino's had global retail sales of over \$1.6 billion, comprised of nearly \$793 million domestically and over \$810 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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