



Oh, the Value of Sharing! Domino's Pizza Debuts Parmesan Bread Bites for Limited-Time Price of \$1

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Brand new national campaign, launch of 'Think Oven' shows that great ideas can come from anywhere

ANN ARBOR, Mich., Feb. 6, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza (NYSE: DPZ), the recognized world leader in pizza delivery,** couldn't decide what was more important: ridiculously strong value, or a delicious new product to be shared by the entire family. Beginning today, the verdict is in and the answer is both - shown by the launch of Parmesan Bread Bites, debuting at \$1 for a limited time.

When ordering the popular, already-valuable two medium, two-topping pizzas deal for \$5.99 each, consumers will be able to add 16 Parmesan Bread Bites for only \$1 more. The bite (or two) size, brand new, permanent menu item is there for the sharing - which, based on the goodness of freshly baked bread topped with garlic and parmesan, may not be easy.

"We have an opportunity with Parmesan Bread Bites to offer extraordinary value, as well as give the entire family something shareable and delicious," said Patrick Doyle, Domino's Pizza president and chief executive officer. "To offer all of that for \$1, coupled with the already-existing \$5.99 offer, is truly value on top of value."

A national TV campaign beginning today, featuring Doyle, shows that Domino's is different from the others - welcoming ideas from just about anywhere.

Anywhere, in this case, is Findlay, Ohio - where Brian Edler, Domino's Pizza franchise owner, invented the concept of Parmesan Bread Bites, eventually working with Domino's chefs to make the product available in all of its nearly 5,000 stores nationwide.

"The new campaign shows the cool way in which this idea came about, and that great ideas helping make Domino's better can come from anywhere," said Russell Weiner, Domino's Pizza chief marketing officer. "Parm Bread Bites show that we continue to be committed to innovation and offering more menu choices for our fans and customers."

In addition, beginning today - in the continued spirit of ideas coming from anywhere - Domino's will debut Think Oven, an online suggestion box located on its facebook page. Fans and customers will have the opportunity to suggest great ideas - beginning with the first project, which will seek feedback and ideas on improving team member uniforms. To submit an idea or find out more, visit www.ThinkOven.com or the Domino's facebook page.

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 third quarter of 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,541 franchised and Company-owned stores in the United States and over 70 international markets. During the third quarter of 2011, Domino's had global retail sales of nearly \$1.6 billion, comprised of over \$771 million domestically and nearly \$813 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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