



Domino's Pizza to Consumers: We're Saying 'No' for You!

April 5, 2012

Confident in Domino's Artisan(TM) Pizza recipes, Domino's tells customers no need for substitutions or additions

ANN ARBOR, Mich., April 5, 2012 /PRNewswire via COMTEX/ --**Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, is so confident in its Artisan Pizza recipes, it continues to push the boundaries of the industry's tiresome advertising and is doing something it never would have imagined: telling customers "no."

A national campaign beginning today light-heartedly demonstrates the confidence Domino's has in its Artisan Pizza recipes, and the importance of showing customers how special these four pizzas are - while debuting the latest flavor to its Artisan lineup: Chicken & Bacon Carbonara.

"We pride ourselves on saying 'yes' and giving people exactly what they want - especially considering there are more than 34 million ways to make a single Domino's pizza," said Russell Weiner, Domino's Pizza chief marketing officer. "But our Artisan Pizza isn't just any pizza - and what makes our four Artisan Pizza recipes special is that each was meticulously designed by our chefs to have the perfect balance of ingredients. If we put anything else on this pizza, it wouldn't be Artisan."

The Chicken & Bacon Carbonara is the first of Domino's Artisan Pizzas to feature either topping - and boasts the hand-stretched dough and unique ingredients that those who didn't think Domino's could create a gourmet pizza have come to enjoy.

"While this latest of our many 'Oh Yes We Did' moments contains the word 'no' - we are confident that people will love these recipes as is," said Weiner. "We hope they agree that when it comes to our Artisan Pizzas, 'no' is the new yes."

In addition, Domino's will be giving away 75,000 Artisan Pizzas throughout four days beginning on Monday, April 9. The giveaway will be first come, first served - fans and consumers can find out more at facebook.com/dominos.

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 2011, through its primarily locally-owned and operated franchised system, Domino's operated a network of 9,742 franchised and Company-owned stores in the United States and over 70 international markets. Domino's Pizza had global retail sales of over \$6.9 billion in 2011, comprised of over \$3.4 billion domestically and over \$3.5 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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