



## Domino's Pizza® Debuts Domino's Perfect Combo, Inspired by Hispanic Customer Feedback

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### Today begins Domino's first ever Spanish-language campaign promoting national bundle offer

ANN ARBOR, Mich., June 18, 2012 /PRNewswire via COMTEX/ -- **Domino's Pizza** (NYSE: DPZ), the recognized world leader in pizza delivery, is giving its customers a reason to gather by introducing *Domino's Perfect Combo* - a national bundle offer inspired by Hispanic customer feedback. It will mark the first time Domino's has supported a bundle offer with a national Spanish-language TV campaign.

*Domino's Perfect Combo*, featuring some of Domino's fan favorites bundled together - resulting in a great value - includes two medium one-topping pizzas, a two-liter Coca-Cola® product, a 16-piece order of Parmesan Bread Bites and an eight-piece order of Cinna Stix®.

Beginning today, the Spanish-language national advertising campaign will demonstrate how *Domino's Perfect Combo* came to fruition based on the feedback received from Domino's Hispanic customers wanting a complete meal for the entire family.

"Customer feedback is a top priority for Domino's, and we're excited to offer a combination of a few favorite Domino's products at a great price," said J. Patrick Doyle, Domino's Pizza president and CEO. "This is the first time we have introduced a Spanish-language advertising campaign around a national bundle offer, and we hope to help make the next family gathering even better by having something everyone can enjoy."

Perfect for family reunions, summer gatherings, stay-at-home movie nights and upcoming sporting events, *Domino's Perfect Combo* is available for only \$19.99. While *Domino's Perfect Combo* was inspired by the insights of Domino's Hispanic customers, all consumers will be able to enjoy the taste of a great deal.

"Thanks to our Hispanic customers, anyone who orders from Domino's will be able to enjoy this great offer just in time for the summer," said Doyle.

#### 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 2012, through its global footprint primarily made up of locally-owned and operated franchises, Domino's operated a network of 9,810 franchised and Company-owned stores in the United States and over 70 international markets. During the first quarter of 2012, Domino's had global retail sales of nearly \$1.7 billion, comprised of over \$830 million domestically and nearly \$855 million internationally. 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.

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